# PRINTERS'

INK

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## A Christmas Remembrance

THE time, the year 1776. The place, the city of Trenton, New Jersey. Here Colonel Rall and his Hessian soldiers held holiday. Miles away on the snow-clad hills across the Delaware was the despised, barefooted army of ragged Continentals. Pouf! for them.

That Christmas night Colonel Rall dined well at the Stacey Potts house. Midnight found him across the road at Postmaster Hunt's where good wine was flowing. About that hour a German farmer knocked-at Hunt's door asking for Colonel Rall. The negro servant sent him away. Later the farmer sent the Colonel a note. Rall put it in his waistcoat pocket.

Nine miles up-river the Continentals were crossing the river through the ice cakes. The patriot postmaster set forth more wine.

By 8 o'clock the battle was over. A thousand Hessians had been taken prisoner. The scornful Colonel Rall lay mortally wounded. The future of America was assured.

In a few days it will be Christmas. There will be gifts and gaiety, feasting and fun. Then comes Christmas aight—the candles burn low—comes an hour when, perhaps, we will give a thought to the greatness of our blessings.

### N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Your message in Thomas' Register will reach important sales possibilities at the moment when buying is contemplated.

Executives
Purchasing Depts.
Engineering Depts.
Research Depts.

They refer to it when investigating, specifying and buying.

Laboratories Superintendents Foremen Mechanics

Only A. B. C. member of its kind—Its Paid clientele exceeds \*25,000, including so many of the biggest industrial and mercantile concerns in all

industrial and mercantile concerns in all lines, that it comprises more than 50% of the total business buying power of the U. S.

More than 850 in the "over \$10,000,000" class. More than 3,000 "over \$1,000,000." More than 8,000 "over \$100,000."

More than 8,000 "over \$100,000."

\*Not 25,000 one edition—some use one edition for two or more years.

These seals fight tuberculosis— BUY THEM



### Combines the Advantages of

DIRECTORY



FOR PURCHASING ACTIVITIES All Lines Everywhere

Furnishes names of all Sources of Supply—also contains more than 9,000 condensed catalogue or informative advertisements—several times as many as appear in any guide of the strictly catalogue type, or any other kind.

THOMAS PUBLISHING CO., 461 8th Avenue, New York

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VOL. CXLV

NEW YORK, DECEMBER 20, 1928

No. 12

### Why Good Salesmen Leave Good Jobs

Some Observations Based on a Personal Knowledge of Thousands of Applicants for Sales Positions

### By J. K. MacNeill

Sales Manager, Hewes & Potter, Inc.

your salesman turn-

over larger than it should be? Do you know why? Mr. MacNeill believes that

there are just two major

causes for salesman turn-

for keeping a sales force in-

earnings commensurate with

the effort expended, good

working conditions, a progressive fair-minded house,

a meritorious product and a

reasonable expectation of

expansion and permanence.

Offer

Here is a simple formula

every

DURING the last five years I have had the interesting job of building and developing what is now the largest sales force in the world selling men's neckwear to the retail trade. During this time I have read thousands of letters of

Is

application and have interviewed hundreds of salesmen, good, bad indifferent. and These men have ranged all the way from the president of a fair-sized advertising agency in New York to a one-armed boy from a farm out in Iowa. They have been in all sorts of businesses, have been representative of all ages, creeds, religions and, yes, both sexes.

Most of them were employed, some in mighty fine jobs, but all wanted to make a change. The reasons for this universally common desire on their part form the basis of this article and should be enlightening to every executive, as they have unquestionably been to me. A definite knowledge of the causes of restlessness among salesmen can go far toward cutting down on the rate of turnover and at the same time decreasing the

excessive cost of continually replacing men.

Eliminating from consideration the inherently restless salesman who is constantly seeking new fields to conquer, prompted by the fallacy of "the other fellow's pas-

ture always looks greener," I have found in my experience that there are two major causes for salesman turnover. These are:

1. Desire for more money.

2. Lack of enthusiasm for present house.

The first is a perfectly natural and excusable ambition on any salesman's part. If he really is a capable salesman and is

hampered in his work by an inferior product, lack of home office support, or an ultra-close salary limit, he is only within his rights in seeking a better connection. I am not concerned with men like this. Like the cream in the bottle, they will sooner or later find their way to the top where they belong. But, too often, their condition lies more in their own imaginations than in actual fact.

I recall a man I talked to in

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a Western city last year. He had a pretty good job with a larger firm than ours selling the same class of trade. He wrote me a very impressive letter. Had I fol-lowed an old-fashioned practice in our industry I would have hired him by mail immediately. He was very highly recommended by the general sales manager of another company he had worked for previously. When I saw him he was tailored immaculately, had a good address and in fact, super-ficially, looked like a good bet. I suspected that he was somewhat of a sport from certain of his conversation, however. He was earning about \$5,000-not bad for a salesman despite all the big talk one hears. I investigated him and after some trouble discoveredplenty.

He had been traveling around with a crowd of high fliers, fellows who think nothing of shooting from fifty to a hundred dollars fairly regularly in night clubs. He drove a \$3,000 automobile. He was prematurely gray and just a little too red in the face. Naturally, I did not hire him. But the moral is this: Here is a man covering an important territory for an important company. Due to the territory and the prestige of the product, he was getting by. The pace was too fast for his pocketbook and he had one ear to the ground half the time for another He probably looked pretty good to his sales manager, but a new man could come pretty near doubling his sales. Lesson-know something of your salesmen's pri-

One hears a lot of gossip about fabulous earnings of salesmen. I suppose there are still a few who touch six figures annually. Certainly there are some in the \$15,000 to \$30,000 a year class. But by and large, the salesman who can manage to call \$5,000 his very own after a year's effort, and do it year in year out, can pat himself on the back and console himself with the thought that he is numbered among the very small minority. Nevertheless, all this talk of big earnings does a lot of harm.

A salesman connected, let us say, with a large glove firm in the South, has been trying to get a job with us for a long time. He makes about \$7,000 a year with this house. However, he told me that he knew on good authority that men in that company in the better territories made many times that sum and that the salesman who covered Fifth Avenue alone earned in the vicinity of \$75,000. I replied that this was bunk and that the salesman did not exist who was worth such a sum, principally because he could be replaced at one-third the amount with no loss in business. (I later checked up on this individual and found that he was doing well if he made the figure I have quoted first.) Nevertheless, this man from the South was dissatisfied with his job because of this restlessness, inspired by ru-mors and gossip concerning these mythical highly paid salesmen. It's a good thing, whenever you get the chance, to anticipate a condition like this. If you have a good salesman and you really know that he cannot do much better by leaving you, talk to him frankly about these things. Keep him eternally sold on his job and his house, and you. If you don't, you'll never know what's in his mind until you get his resignation.

A sales manager should take a lively interest in the health, home conditions and private lives of his salesmen. Indifference in this regard opens up a gap between the salesman and the house that widens with the passing of time. Right at the present time, I have a salesman who is almost a total loss for us due to a home condition that I neglected to sense in my visits with that fellow. To make a long story short, he has just separated from his wife and is compelled to work under the financial handicap of maintaining two establishments and the mental strain which inevitably accompanies such affairs. He is always either just about even with the board or a little behind and bothering us a little too often for advances. Sooner or later I will have to make a change and it will cost us

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## GREETINGS

FROM

THE H. K. MCCANN

COMPANY

1928

plenty. Probably I could not have done anything to prevent this condition, but I cite it just to show one reason why salesmen become unproductive for little suspected reasons.

### GETTING ACQUAINTED WITH THE SALESMAN'S FAMILY

On the whole I keep as close as possible to every one of our men. When I visit them I manage to spend at least an evening with the man or his family on one pretext or another. I do this not only to see how he is lined up at home, but also to sell myself and the house to friend wife. Many men are kept in a continual upset by wives who are always referring to the ever present difference between what they earn and what they actually get. Hence the importance of maintaining a contact not only with your salesman, but also his wife, even if it necessitates a word of insincere praise for her dough-We believe so strongly in this theory that we edit a fourpage paper each week which is aimed at the women equally as much as it is at the men. only that, but we include the women in every single sales contest that we conduct. It's good dope.

It is quite the thing, it seems, for sales managers when they get together, to sympathize with one another on the shortcomings of the genus salesman. It amounts, in some quarters, almost to snobbery. I have frequently noticed it, but, having been a salesman myself I am always inclined to look pretty closely at both sides of the picture. Salesman turnover, in a great many cases, can be laid at the door of the sales manager, or if not him, then his company and its policies.

I have always been impressed with the number of salesmen seeking jobs who are connected with a business that is "all shot." Really it would surprise you the number of times this phrase will pop up in the course of a series of interviews. There was a time at first when I honestly started to become much concerned about American industry because of the number of

units in it that were, according to the interviewer, shot. The cigarette business is all shot, the automobile game is gone to pieces, the shirt business is all busted up. These are typical indictments I have heard time out of number until now. when I hear such a statement, I at once begin to ask a few pertinent questions. It does not take me long to find out what really is shot. The salesman desiring to leave a job does so for just one of two reasons, in the final analy-Either something is wrong with him or something is wrong with the company for which he works. One good man I hired from a pretty good job, came to me with the story that his territory, while good, was not all his. A special man from headquarters worked the big cities and the large accounts, while he was expected to make a showing in the rural sections and small towns. The first time I heard that I was surprised, because I was under the impression that the art of sales management had progressed beyond the 19th century in all companies as it has in ours. Nothing is more calculated to undermine the confidence of a salesman or place a check rein on his ambition than to have all the plums taken out of his cake by the boss, or by some special man from the factory with no more pretext than "it always has been done so." This practice is one of the worst that I can imagine, but happily it is on the decline. I cannot think of a single argument in favor of it and on the other hand I could advance a dozen reasons for its being poor business policy.

#### "PRODUCT IS NOT COMPETITIVE"

One of the most frequent reasons for leaving jobs that I have encountered is that the product or service being sold was not competitive. I realize that a poor salesmen will always advance that argument first of all, when what he actually means is that he cannot sell a high-priced article. It goes a little further than that, however. The day when the American public and especially the

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### EXTENTIVE TUESTURING TO THE TUESTURING THE TUESTURING TO THE TUESTURING THE TUESTURING TO THE TUESTURI



## Your Proving Grounds

The army has its Proving Grounds — where theory is reduced to reality and fallacy yields to fact.

So too, the national advertiser—he must have a Proving Grounds—an agency which substitutes results for surmise and consigns the cost per inquiry to new low levels.

### THE HOUSE BEAUTIFUL

Is the proven testing field for your advertising. It affords you productive attention that bears fruit in direct returns. An impressive file of national advertisers voluntarily pays tribute to the Proving Grounds, backing their shrewd valuation of a responsive home appeal with steady increases in space. \* \* To new advertisers, The HOUSE BEAUTIFUL assures the same stimulating response which those of long standing now enjoy.

Circulation 90,000 Net Paid (ABC) rebatebacked and guaranteed. Liberal Bonus.

## THE HOUSE BEAUTIFUL PUBLISHING CORP.

A Member of the National Shelter Group
Eight Arlington Street Boston, Massachusetts

American retailer can be sold merchandise purely on the strength of its being advertised, is passing. The goods must be competitive, if not in one way then in another.

It's a fine old habit for firms to say to their salesmen "go out and sell it, it costs more, but it's advertised." vertised." That, today, is not enough. We don't sell the Spur Tie because it is advertised. We sell it because in our opinion it is a better tie than any other that appears on the market. Because it has patented features. Because we pay more for the silk that goes into it. Because the girls who make it get more money than any other comparable workers in our city and therefore make it better. We are truly competitive and we have to be that way to do business.

Salesmen are not miracle men. They cannot sell 50 cent pieces for a dollar and it is silly to expect it of them. Therefore, if you have a man anywhere who is not keeping pace, take a look first and see if your product or your service of it is meeting some unusual competition in his territory. The man who first coined that high sounding phrase "there is no such word as 'can't' " was an idealistic Yet, from my experience, fool. there are some houses which adopt that attitude with their salesmen, instead of giving them real workable tools so that they "can."

Syndicated sales bulletins and so-called "pep stuff" generally work the reverse of the way in which they are intended. Nothing takes the place of actual personal contact. Or, as one prominent nationally known executive has it, —"Don't write, don't telegraph,—GO." We cannot always go, however, but we can always write.

Every salesman, no matter how small or how far off, should get a personal letter, apart from those of routine nature, at least once a week. I talked to a man not long ago who had been working for a firm for several years. He told me he had never received a letter from the house outside of detail matters during the entire time he had been with them and that when he got through it was on the

strength of a four-line letter saying briefly that important changes in territory necessitated his resignation: "please send your samples to so-and-so." A company which had so little consideration as that for one of the men who made its success possible did not deserve to hold him and probably did not know what it was letting go of. The incident is an exceptional case, of course, and it is hardly fair to build a theory on exceptions. Nevertheless, it is but an exaggerated example of what is fairly typical of many smaller firms.

Probably the greatest quality to have in a salesman is that of enthusiasm. An enthusiastic salesman can make me forget badly written orders, mistakes in prices, occasional days off for golf and many other human frailties that tend, ordinarily, to make the home office rave. Enthusiasm makes a man think about his job, gives him ideas with which to improve his work, transmits itself to his customers and reflects itself unmistakably in his annual volume of sales. Lack of it makes of him a man who is just going through the motions of selling goods, robs him of that reserve punch that makes the difference between getting an order or not getting it and effectually removes from him any definite aim or purpose in life. tinual vigilance is absolutely essential if a sales manager would detect the wearing away of any of his men's enthusiasm for their product or the firm they work for.

#### FEEDING ENTHUSIASM

Enthusiasm must first be fed with ideas. It cannot live without them. New slants, new products, new ways of selling the old ones, new advertising, new packaging, price reductions where costs and conditions make them possible, district meetings, general conventions, regular personal contact, systematic letter writing, sympathy with financial, physical or business ills, fair territory allotments, giving credit for all business from a territory, a frank policy regarding information as to the firm's financial stand-

(Continued on page 155)

MILWAUKEE - First City in Diversity of Industry!

# \$25,000,000 More for Journal Advertisers!

ASSEMBLE the facts on all sales areas
—and foremost among those worth
cultivating in 1929 you'll find the rich
Milwaukee-Wisconsin market!

Milwaukee 1928 industrial payrolls show an increase of \$25,000,000 over 1927 record totals! Added stimulus to retail buying is provided by the highest prices since 1920 for livestock products—source of 86% of Wisconsus farm income.

Moreover, this unusually prosperous market can be sold at one low advertising cost through The Milwaukee Journal alone—read by 85% of all Milwaukee families and in the better class homes throughout Wisconsin. Investigate!

# THE MILWAUKEE JOURNAL

### A Fad Two Years Ago—a Staple Today

By Finding New Uses for Alpina Reptile Leathers They Have Been Firmly Established in Many Fields

A BOUT two years ago Alpina reptile leathers were introduced into America. They were felt to be a fad—a fashion item—chiefly for women's shoes. But in two years they gained a secure place in the shoe field and so many

new uses were developed—many of them suggestions from outside the shoe industry—that today reptile leathers are being advertised not only for shoes but for use in merchandise that runs all the way from fountain pens up to the highest grade automobiles, and snakeskin has become one of the staple fine leathers.

According to Frank Hecht. of F. Hecht & Co., Inc., the Compagnie Alpina S. A., of Paris, which now has fac-tories in Berne, Switzerland and Marseilles, France, brought reptile skins to this country during 1926, appointing the Hecht company American distributor. The reptilian leathers-lizard, watersnake, python, coalligator-offered unusual natural patterns and which long been admired but had not been capitalized previous to the discovery by Georges M. Chapelle, president of the Compagnie Alpina, of practical tanning method.

The initial order in the United States—of 100,000 water-snake skins—was placed by a large manufacturer of women's shoes, and the skins quickly became what appeared to be a distinctly fashion item. From shoes the fashion spread to purses. Then to gloves. It continued to spread to cigarette cases and lighters, hats, belts, traveling bags, chair coverings and even to upholstery for automobiles.

Business-paper advertising was begun by the Hecht company in 1926 in shoe and automobile publications. In addition, there was a direct-mail trade campaign consisting of broadsides, samples and sample books. Consumer advertising during this first year was limited to newspapers in New York



CONSUMER ADVERTISING FEATURES THE MANY ARTICLES WHICH ARE MADE OF ALPINA LEATHERS

and Chicago and one weekly magazine. The following year the advertising campaign ran along approximately the same lines, the trade field being stressed, with consumer advertising still not spread outside the largest cities.

During this early period the use of reptile skins began to take on the appearance of something more than a mere fad. The Alpina factories were tanning and turning out about 10,000 skins daily, the

e



## 1717 Iowa R. F. D. Carriers Deliver The Des Moines Register and Tribune

Every day 70,000 Iowa farmers have The Des Moines Register and Tribune delivered to their homes by R. F. D. or our own motor service. No other daily newspaper in America reaches as many farm readers.

The Des Moines Register and Tribune with 225,000 daily circulation covers three markets . . . city, small town and farm.

output this year being 4,000,000 skins, which, Mr. Hecht says, is approximately 90 per cent of all reptile leathers being used throughout the world. And not only did the fad for reptile leathers in shoes develop into a steady demand for this product-until today the shoe and purse trade consume 75 per cent of the total volume of Alpina skins in this country-but new uses were developed for the new leather both in this field and others.

In the shoe industry, for example, the Hecht company was able to show manufacturers how to adapt left-over pieces to make composite uppers of effective design, a process which broadened this major market considerably. from outside sources came suggestions for varied ways to employ the new leather. To tennis racket handles, to fountain pens and to cameras, reptile leather found its

With increased distribution and sales came increased advertising, the Hecht company in 1928 adding to its trade campaign a consumer effort in seven or eight general, sports and fashion magazines. Space this past year varied from quarter pages to full pages, on a monthly schedule.

Consumer copy, taking advantage of the novelty angle of reptile leather as applied to merchandise used daily by consumers, has stressed the many articles in which women and men may find this new

product.

In all consumer advertising, as well as in much trade advertising, the company features a free booklet, "The Story of Alpina," which tells how the practical plan was conceived and worked out for making reptile leathers commercially possible, the booklet giving much colorful background in descriptions of how the various types of skins are obtained in Asiatic coun-

Direct-mail efforts have been continued in department store, body building, book binding, motor boat building, shoe and other fields, these trade campaigns consisting of monthly letters and broadsides which are followed up by five salesmen who call on the trade. One of these monthly letters shows how the Hecht company is merchandising this new product and its new uses to old fields. For example, the company writes to motor boat builders in this vein:

Already in the motor car field the leaders—such as Stutz and Lincoln among cars—Weymann and Brunn among body builders are featuring genuine Alpina reptile leathers as a distinctive idea.

Watersnake leather is quite ideal for use in any type\_of watercraft. It is waterproof, damp proof, never cracks, chips nor peels. It cleans easily, wears well and lasts indefinitely.

For smart effects—for show purposes, as well as making actual sales—we shall be pleased to work with you in designing one of your models with Alpine Wafersnake.

The cost is not much more than that

The cost is not much more than that of the usual materials you now use. Yet Alpina is far more decorative and distinctive. One of our production experts will gladly co-operate with you in the proper development and use of Watersnake

As a result of many factors such as novelty, practicability of

the skins in use, and the finding and developing of new uses for the skins in many fields as well as in the major shoe field, together with continuous merchandising and advertising campaign, the Hecht company today finds that Alpina reptile skins have gone from a fad to a staple with a definite position in the fine leathers market.

### L. J. Delaney to Join Erwin, Wasev

Lawrence J. Delaney will join the advertising media department of Erwin, Wasey & Company, New York, on January 2. He has been with Percival K. Frowert, Inc., New York advertising agency, as space buyer.

Frank McGuirk, formerly with Barton, Durstine & Osborn, Inc., now part of Batten, Barton, Durstine & Osborn. Inc., as assistant space buyer, succeeds Mr. Delaney as space buyer of the Percival K. Frowert agency.

### A. H. Seed, Jr., to Join Jordan Advertising Abroad

Allen H. Seed, Jr., has resigned as vice-president and general manager of the William J. Morton Company, publishers' representative, New York, to become president and general manager of Jordan Advertising Abroad, Inc., New York. This change becomes effective Inc. fective January 1.



OD rest you, merrie gentlemen, buyers, and users of advertising, and grant that Kris Kingle may fill to overflowing your hearts as well as your stockings! Let the candles burn dim on Christmas Day, casting a glow of warmth and security over all that is near and dear to you.

Let business cares be forgotten—let children's happy voices turn back the years, let memory present its precious gifts of happiness earned and lived. And let this message convey to you the friendly wish that every joy of the season may be yours—and that the New Year holds for you a great measure of happiness and prosperity.

## The Florida Times-Union

JACKSONVILLE, FLA.

Represented nationally by
REYNOLDS-FITZGERALD, Inc.
(Formerly Benjamin & Kentnor Company)

New York . . . 2 West 45th Street Philadelphia . . . 1524 Chestnut Street Chicago . . . 20 N. Wabash Avenue Los Angeles . . . . . 117 West 4th Street San Francisco . . . . 78 Sutter Street

# The Motorist Calls

HE NEEDS HELPand GETS IT

Motoring problems, motoring needs. There is a broad field of service in which the motorist looks to his newspaper—in which a newspaper, keen to foresee its readers' problems, is especially qualified to aid.

The Chicago Daily News provides this service in Chicago. It maintains through the two offices of its Personal Service Bureau an agency of advice and assistance on tour and motor problems relied upon increasingly by the motoring public. An average of more than 250 contacts daily with Chicago motorists—requests for road information, for maps and motoring publications, responses to editorial features—were recorded during the touring season of the present year.



## THE CHICAGOD

Chicago's Home Vew

ron

Advertising Representatives: NEW YORK J. B. Woodward 110 E. 42d St. CHICAGO Woodward & Kelly 360 N. Michigan Ave.

Member of the 100,000

# ls Writes, Telephones



These service contacts promote the interests of motoring. They cement the friendly ties of a newspaper with its readers. They increase interest and confidence in the paper's motoring news—and in its motor advertising. They assist in making The Chicago Daily News the effective medium it is for automotive advertisers.



## ODAILY NEWS

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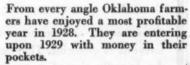
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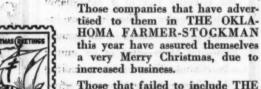
DETROIT
Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat'l Bank Bldg.



# Merry Thristmas





Those that failed to include THE OKLAHOMA FARMER-STOCK-MAN on their 1928 list can look forward to a prosperous New Year by using this farm paper in 1929.



184,168 A.B.C Circulation each issue

Carl Williams Editor G-OKLAHOMA

FARMER-STORMAN

Oklahoma City

Ralph Miller adu Mgr.

Published by THE OKLAHOMA PUBLISHING COMPANY
THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES
Represented by E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

# 100 Checking Points for Advertising Salesmen

Specifically Applying to the Men Who Call Upon Advertisers and Advertising Agencies

### By M. L. Wilson

The Blackman Company

For the moment I have taken off the guise of advertising agent and have once more become a representative. I have gone back to the days when Walter Wheeler, Bill Watt and I, in the fall of each year, used to run *The Churchman* up to sixty-four pages, yes, seventy-two

pages a week.

1928

We all acknowledge that our present-day publication representation system is archaic, costly and unsatisfactory. I want to start some constructive thinking. I have tried to touch for the most part on points of salesmanship, individual to the representative, whether he be selling space in a magazine, a newspaper, business paper or any other medium. I may seem to ask impertinent questions; I may seem to lay down the law; I may seem to be annoyingly epigrammatic—whatever my faults may be, I am only trying to help and I hope as you read you will find at least two or three points that can be used to your advantage.—M. L. Wilson.

BUSINESS is a great game. You have chosen the advertising business as the branch in which you will play and you have to play it—necessity says you must. Are you playing it fair, playing it hard and playing it well? Unless you are you won't get your full reward.

Have you the fresh outlook of youth? It means this: Youth abhors lost motion, meaningless routine, standing still; is ever looking for fresh fields to conquer. If you haven't this outlook—no use reading farther.

Are you in a rut? Have you got to a certain point and feel pretty well satisfied with yourself, thank you? Are you safe in the thought that no one else can do what you are doing? Look out! "The Goblins will get you!" The oncoming generation is pressing hard.

The advertising profession calls for broad equipment. What are you doing to make yourself a fine man: a. by study, b. by association, c. by accomplishment?

5.

How hard do you work? When Mr. Ayer said, "Keeping everlastingly at it brings success," he hit the nail absolutely on the head.

б.

When Babe Ruth swats the ball for a home run he has punch. Have you a real punch back of your every effort or are you just mumble-puppying along?

7.

As you work, what kind of personality are you reflecting—a. shifty and uncertain, b. grasping and selfish, c. fair and generous? It is important that you know.

8.

The work we have to do is difficult and often discouraging. Nothing but a constant flow of constructive enthusiasm can make the effort worth while. Are you enthusiastic?

9.

Are you a leader, a driver or a follower? Most of us can drive, any one can follow, but to lead requires something more than ordinary equipment. 10.

Do you know what you have to sell—coming—going—from the out, in and from the in, out—better than your chief, better than your competitor, better than any agent or better than any advertiser?

11.

Do you like to sell? It is easy to say, "yes," but do you? If you don't, you will eventually starve trying to sell space.

12

How does the story you tell sound to you? Take a friend aside some day and give it to him. Whether he winces, laughs or commends is important information for you to have.

13

Is your story simple? Analyze and analyze until you have at your easy command three or four strong factors in your proposition. Stress them always. The less complicated these factors appear and the more simple they are, the more convincing they can be made.

14.

The smaller agent suffers most from loose solicitation. He usually has about as many accounts as the larger agent. Many of you take up so much of his time telling him things he already knows that you leave him scant time in which to grow.

15.

Have you perfected that telephone solicitation for the spacebuyer? Then don't. Have you one already? Don't use it.

16.

How good a planner are you? Do you just muddle through your day's work or do you have it carefully laid out so that you are always pressing forward to a definite objective?

17.

As you talk, are you careful to look your man in the face? Unless you are cross-eyed, there is no excuse for your not doing so.

18.

Your mind needs to be widened stretched, so to speak. If it is not regular practice—resolve that from now on each year in your personal life you will do at least one new major thing or go through one new major experience.

10

Are you a thorough thinker! Have you the ability of thinking "around" a problem? By that I mean, can you think from many angles and carry your thinking to a definite conclusion?

20

Are you an independent thinker or do you like to get all your thinking from others? There is a certain exhilaration which comes from thinking for yourself which makes the day's work worth while.

21.

Have you trained yourself to think sufficiently hard so that if the opportunity presents itself you can make a constructive advertising-selling suggestion which is not obvious?

22

The amount of footwork you have to do ensures a healthy body. With what "footwork" do you provide your mind, to give it broader views on advertising practice, merchandising, distribution and the like?

23.

Learn to think quickly. Learn to make decisions quickly. Learn to be quick.

24.

Said an advertiser to me: "They talk so much about their own business in which I am little interested and so little about my business in which I am vitally interested that you can't blame me if I don't warm up much." There's the whole story.

25.

The man who by thought and investigation has worked up something in the interest of the client need never fear being made unwelcome by either client or agent.

26.

What do you know of the great industries from which the bulk of general advertising comes—drugs, 028

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groceries, shelter products, financial and automobiles and presently airplanes?

27

Develop a nose for information and news which may be valuable to someone on your list. Persist until it becomes second nature for you to say, "I'll jot that down and send it to \_\_\_\_"

28.

Establish friendly contacts with the trade, wholesale and retail, so that you can get first-hand information when you want it or check up information you have already secured.

29.

The consideration of all phases of distribution should be interesting to you. Our great banks, such as the National City Bank, etc., issue from time to time bulletins which can be used to great advantage for general equipment by the advertising man.

30

Business publications can add to your knowledge of the industry of your worth-while prospects. Read them. They will give you fluency and exactness in talking with a prospect and put you in a position to understand better what the manifacturer may be telling of in his business papers.

31.

Keep yourself up to date. Buying habits and methods of marketing are changing. What was right for last year may not be and probably will not be right for this year.

32.

Do you high-hat your trade press? Everything printed may not be of interest or value to you, but the contents over a year reflect the best thinking of our profession. Perhaps you are bigger than advertising and think you can get along without help from the experienced.

33.

Are you active in the association work of advertising? Are you known to those who are doing big things in advertising? Are you

systematically adding to your worthwhile acquaintances?

34.

A mere knowledge of facts and conditions in a given situation is not enough. You must be able to weave it skilfully and convincingly into the use of your publication.

35

Your competitor may not be as good as he thinks he is, but he is seldom as weak as you would sometimes make him out to be. Talk about your own stuff and not the other fellow's.

36.

Do you appreciate relative values? As you talk, can you recognize and emphasize the vital points in the discussion; or have you got into the sloppy habit of treating each fact referred to as of equal importance?

37.

Circulation and more circulation; talking about nothing but circulation has developed a lot of minds as would talking to your wife on no other subject than pork and beans.

38.

Mastodon in the dictionary is defined, "an extinct elephant of great size." The showing of mastodonic portfolios unless the result of a specific request is, thank goodness, becoming a practice almost extinct.

20

A rather sure sign you have not gone very far into the other man's proposition is when you begin, as is often the case in our media department, "Procter and Gamble, now just what do they make?" or "I only called to see if you were working on next year's list yet and to find out if we were on so that I could forget it."

40.

Most orders are got as a result of follow-up. A good beginning often has a bad ending simply because there was careless follow-up, or no follow-up at all. Resolve constantly to improve your method of follow-up. 41

If it can be managed naturally leave the prospect something to do. Even if it is but a slight thing, it will give you a valid excuse for coming back and that is what you need most of all in follow-up.

42

How many times lately have you used the expressions, "We are better than," "If you give it to them, you should give it to us," "You can't afford to be out of my book." They may be perfectly true, but they are seldom real factors in getting the order.

43

When you talk there is probably a weak link in your armor somewhere. Get it out of the way quickly. If you duck your disadvantages they will hang over your head like an axe all during the interview, only to be taken up at the end and, perhaps, spoil all your good work. While if you frankly discuss them at the outset, chances are they will be disposed of quickly and to your advantage.

44

Let not the second call be merely a repetition of the first, nor the third of the second. Get some new angle for each call, never mind how slight it is, or keep away.

45.

Everybody, advertising agent, advertising manager and advertiser, acknowledges that there is great waste in present-day soliciting methods. Do you appreciate this? Or do you take things for granted? What are you doing to cut down the unavoidable waste as far as you are concerned?

AC

We have nothing but time to sell. J. P. Morgan has the same amount of time out of which to make his millions as you have your thousands. An arresting thought is—do I, all things considered, use my time in my business as carefully as does Mr. Morgan?

47.

You have four hours a day for effective solicitation. What are

you doing in those other hours of the day to get farther ahead? Kelly pool is a good game, but can be overdone.

48

One of the greatest wastes is working frantically to open up closed lists. When a thing is through, ninety-nine times out of 100 it is through. While great activity, forced solicitations, pulling wires and long letters may succeed once in a while, the result is never worth the effort.

49.

I think it was Mr. Curtis who said that in his experience practically no cancellations were ever restored. When an order is cancelled, be a good sport, take your medicine with a smile and work on the live ones.

50.

Do you keep after the man who tells you frankly he has nothing to do with the selection of mediums, and so tell him in effect, "I think you are untruthful"? Once in a while you may meet a man who deliberately misleads you, but more often you will hurt your chances by not accepting a man's statement at its full value.

51

Everybody likes a good loser as they detest a bad one. Often by showing yourself a good loser in one situation you form a fine basis for winning out the next time.

52.

You have no more time in which to make \$50,000 than you have in which to earn \$5,000. Billing is what counts. If you are to increase you must get bigger and bigger orders. Are you giving more and more time to worth-while prospects?

53.

Have you ever figured out the cost of a call? Take out your pencil, figure out your time at the rate you are getting and then add about 100 per cent for overhead. The result ought to impress you.

54.

Have you ever thought of it

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> COL. PAUL HENDERSON

"The Chicago Herald and Examiner, by its broad editorial policy and by its liberal use of news columns, is doing much to help the progress of aviation."

Advertisers can increase the demand for their products by placing their advertising before the 423,623 families daily and the 1,077,389 families Sunday of the CHICAGO

HERALD AND EXAMINER



### Col. Paul Henderson

— the man who alone made night flying of air mail pos-sible, a colorful and outstand-ing figure in Chicago life, understands aviation as Ford ows motor cars.

National Advertising Manager **Euclid M. Covington** 

285 Medison Ave., New York

J. T. McGiveran

T. C. Hoffmeyer 425 Hearst Bidg., San Francisco

Member of The Audit Bureau of Circulations

ONE OF THE 28 HEARST NEWSPAPERS READ BY MORE THAN 20,000,000 PEOPLE

# Concentrate Your Advertisin'g

# BUSINESS

# GOOD

This record indicates GOOD BUSINESS in New York.

August, 1928, was the biggest August in Evening Journal history!

September showed a gain of 68,864 lines!

October, a gain of 93,584 lines!

November, a gain of 167,000 lines—the biggest November in Evening Journal history!

There is GOOD BUSINESS in New York and BETTER BUSINESS for advertisers concentrating in the New York Evening Journal. The TREND is toward even greater concentration of selling energy before the largest audience of evening newspaper readers in America.

Today the consistent excellence of the news and feature content of the New York Evening Journal places it in the homes of the highest earning and largest spending classes.

For more than a quarter century the New York Evening Journal has had the largest circulation of any evening newspaper in America . . . a home-going circulation in Metropolitan New York more than DOUBLE that of any other standard evening newspaper . . . more than the next two combined!

## NEW YORK VENING JOURNAL

One of the 28 HEARST NEWSPAPERS read by more than twenty million people

Hearst

Book Tower Building NEW YORK:

ROCHESTER:
Temple
Building

5 Winthrop

ilding Building 40th Street Building Squ Member of International News Service and Universal Service

Member of Audit Bureau of Circulations



During November The Detroit News Led All Newspapers of the World

Detroit News - - - 2,940,518 lines New York Times - - 2,772,279 lines Chicago Tribune - - 2,706,807 lines

Repeating an achievement which has signalized the effectiveness of Detroit News coverage upwards of 13 years it once more topped the advertising leaders of the world with 2,940,518 lines during the month of November. Such an advertising record is particularly significant when one realizes that The News surpasses newspapers in cities having from two to five times the population of Detroit!

The singular effectiveness of Detroit News Advertising is due not only to the unusual richness of the Detroit field, but also to the fact that The News reaches four out of every five homes in Detroit taking any English newspaper.

### The Detroit News

The HOME newspaper

New York Office:

Chicago Office:

I. A. KLEIN, 50 E. 42ND ST. J. E. LUTZ, 6 NO. MICHIGAN AVE.

### Why Butler Brothers Will Start a Retail Chain

It Is Not Proposed to Enter into Competition with the Company's Present Retail Outlets

CAN a chain of wholesale houses openly own and operate a chain of retail stores and still successfully sell to 250,000 independent

This is the question the business world asked itself recently after news that Butler reading the Brothers, wholesalers of general merchandise, had decided immediately to start establishing such a chain and to continue functioning as wholesalers just as eager as ever to get business from the general trade. The answer seems to be that Butler Brothers have convinced themselves that this can be done. And it will not be a case. either, of trying to carry water on both shoulders.

To tell the story chronologically, even at the risk of repeating certain things that already have been stated in PRINTERS' INK, the Butler organization started in a small way in Boston in 1877 as the world's first wholesaler of variety goods. It at first confined its activities to so-called five-cent sellers; and as a result five-cent stores began to appear in various Eastern The idea grew with sensational speed. With the addition of ten-cent, and later twenty-five cent goods, variety stores (or "racket" stores as they were called in the early days) got to be fairly common all over the country. Butler Brothers expanded into a great distributing organization with complete operating plants in New York, Chicago, St. Louis, Minneapolis and Dallas.

When the variety store was in the hey-day of its glory, Butler Brothers grew as no wholesale organization ever had grown before. Imitators sprang up and these, too, had a profitable business. The magic numerals 5, 10 and 25 seemed to have a compelling force which literally swept the country.

All this, almost too good to be true in the beginning, was also too

good to last. The merchandising outlook changed, as it is continually doing. Great variety chains such as Woolworth and Kresge got in the field. The World War came on, changing production facilities in such a way that a large volume of 5-, 10- and 25-cent merchandise was lifted bodily out of that classification, leaving the independent variety store with hardly a sufficient stock to sell within that

price range.

Butler, quick to sense the changing conditions, at once threw the full force of its enormous influence and facilities into inducing its customers to branch out into higher-priced lines—to run variety stores featuring 5-, 10- and 25cent goods as before, but to have practically no limit as to the merchandise they handled. At the same time, the firm started out on an intensive program of dealer cooperation which was a revelation to competition fifteen years ago and still serves as a model which many are trying to follow more or less successfully.

All this worked out reasonably The idea was intrinsically sound and was widely recognized as such. But, in carrying it out, Butler Brothers found that a considerable part of the business they expected to get in the higher-priced lines strayed away into other channels. This condition did not reflect in the least upon the quality of Butler goods or the organization's standing with its The house had grown great as a purveyor of the lowerpriced variety goods, and its absolute pre-eminence in the field was universally recognized. It was inevitable, therefore, that this reputation would persist for a considerable number of years and that Butler had a real job to do in the way of causing its customers to concentrate more of their buying with the company-in higherpriced goods as well as the lower. The late Edward B. Butler, one

of the founders of the business, often pridefully said to a PRINT-ERS' INK writer: "Any variety dealer who will go along with us, give us as large a proportion of his business in all lines as our values would justify, operate his store and conduct his selling according to our pattern, can be as-sured of complete success." This was almost a religion with Mr. Butler; and naturally enough, since he had seen it work out in scores and hundreds of stores.

It would seem that the chainstore venture has been undertaken primarily to further this concen-

tration policy.

In announcing the new chain, Frank S. Cunningham, president of Butler Brothers, makes it plain that the firm will under no circumstances place a retail store in a town where it can expect anything like a reasonable volume of business from an already established

Mr. Cunningham commits himself to this policy in two different ways. In a letter to the stock-holders he says: "So long as in any town we can secure from one or more independent stores our reasonable share of business, we shall give such stores every assistance and preference. We will employ all of our merchandising and servicing facilities to make it possible for them to cope with any and every kind of competition. When in any town we cannot find such outlet through independent stores we shall feel free to secure it through the ownership of stores of our own."

In letters sent out to customers announcing the development he declares that "no customer who is running even a fairly good store need have the slightest fear that we will enter into competition with him; our purpose is to help him do more business and make more profit."

In other words, Mr. Cunningham feels that each town, rightfully and properly, has a certain percentage of variety store business that could and should go to his organization. If this can be secured through causing one dealer or more in that town to concentrate his purchases sufficiently with Butler Brothers and to utilize the Butler Service Department in selling his goods at a profit, this is much to be desired. If, on the other hand, no dealer can or will function in this way, the firm will feel free to put in its own store.

#### CUSTOMER SENTIMENT HAS CHANGED

"The number of towns," Mr. Cunningham says, "in which we will be free to open stores of our own without coming into direct competition with any co-operating merchant is greater than we can take advantage of for years to come. Had we taken this step earlier it would, in our judgment, have been detrimental to our present business. Now we have rea-son to believe that the sentiment of our customers has changed in keeping with the radical changes under way in distributive condi-tions. We believe they will welthe proposed step, when come taken in the way we propose to take it. They appreciate that closer association with representative retail stores will both fertilize and energize our merchandising and improve our ability to serve them. They know that we will keep faith with our assurance that we will not open a retail store in any town until we have exhausted every effort to secure adequate outlet through one or more inde-pendent stores."

The new chain will feature variety merchandise ranging in price from 5 cents to \$1. In range of offerings the stores will be somewhat similar to the 25 cents to \$1 stores now operated by the Kresge organization. The difference will be that they will include the entire range of variety goods retailing under \$1, whereas Kresge has separate stores to retail 5-, 10- and 25-cent merchandise.

The new chain will be operated by a subsidiary corporation, Scott Stores, Inc., and the stores will be known as Scott Stores. The name apparently has been chosen in honor of Walter Scott, one of the pioneers of the organization

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# The NEWS is now in its 60th Year

N December 7, 1928, The INDIANAPOLIS NEWS passed its 59th milestone. . . . The NEWS meets its birthdays modestly. Other than a brief mention in that day's issue and a window display in the entrance of The News Building showing the first issue published December 7, 1869, there was no conspicuous celebration of the event.

But to national advertisers, seriously engaged in winning and holding markets, it is well to reflect that here is a publication notably old in years, old in experience, old in leadership, yet ever youthful in the spirit of progress. . . . In its 59th year. The NEWS attained the highest average net paid circulation in its history and registered important gains in its margin of advertising leadership in its field.



### The Indianapolis News sells The Indianapolis Radius

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL Chicago: J. E. LUTZ
The Tower Bldg.

DELIVERED TO THE HOME - READ BY THE FAMILY

who, for many years, has had charge of the Butler distributing house in New York. All the stock of Scott Stores, Inc., will be owned by Butler Brothers.

For some two years, Butler has been promoting a merchandising plan known as the Ben Franklin League. Under its operation, retailers who were willing to concentrate their purchases with Butler Brothers to a certain extent and would make full use of standardized advertising and display facilities were privileged to call their establishments Ben Franklin Stores. They had distinctive store fronts and all other identifying features usually to be found in well operated chains. To all intents and purposes they were chain although independently owned. This Ben Franklin League will continue to function as vigorously as ever, even though the Scott Stores will be carried on under its direct management.

The whole emphasis of the Scott retail chain will be to serve directly and indirectly the interests of the Butler wholesale chain which, early in the present year, was enlarged by the establishment of a sixth distributing house in San Francisco. The Scott Stores will be used in part for contact or "laboratory" purposes. Through them the firm's buyers can study consumer preference or demand at first hand and be better able to know what goods will be "sellers"

in independent stores.

"As a result," Mr. Cunningham says, "we shall be able so to adapt our merchandising to conditions as they change from day to day, that we can better than ever before fit our customers to compete on more even terms with chain stores and other competition. There is nothing about which we are more certain than that, when the present disturbed state of distribution settles down to a new stability, there will remain a very large field in which distribution will permabe through independent nently stores and wholesalers. Yet there is no reasonable doubt that the present trend toward chain stores will continue for an indefinite

"Our plan has been developed in such a way that we can preserve and increase our wholesale outlet and vet be free to follow business in the kind of goods in which we specialize, no matter what further changes may take place in methods of distribution."

### R. B. Franken with E. F. Hauserman Company

Richard B. Franken has been appointed director of advertising and sales promotion of The E. F. Hauserman Company, New York, manufacturer of Hauserman movable steel partitions. He has taught advertising and marketing research and advertising paychology at New York University for approximately ten years and was in charge of the statistical department of the New York Times for about two years. years.

The permanent headquarters of the Hauserman company will be at Cleveland, its temporary headquarters being at New York.

### G. S. Fowler to Direct Simmons Sales

George S. Fowler has been appointed vice-president in charge of sales of The Simmons Company, Chicago. His head-quarters will be at New York. This change becomes effective January 1, when he will leave the J. Walter Thompson Company, Inc., with which he has been associated in an executive capacity for more than three years.

Before joining the J. Walter Thompson agency, Mr. Fowler had been with Colgate & Company, of which he had been advertising director for fifteen years, and which has since been merged into The Colgate-Palmolive-Peet Company.

### To Direct Pan-American Petroleum Account

Effective January 1, 1929, the PanAmerican Petroleum Corporation. New
Orleans, refiner and marketer of PanAm gasoline and motor oils, has appointed the Fitzgerald Advertising
Agency, Inc., New Orleans, working in
affiliation with The George L. Dyer Company, New York Advertising Agency,
to handle its advertising account. The
Fitzgerald agency will have charge of
Pan-Am advertising in the Southern district and The George L. Dyer agency in
the Northern district.

### H. R. Schaeffer with B. F. Goodrich Company

Herbert R. Schaeffer, formerly general manager at New York of the Wm. H. Rankin Company, advertising agency, has joined The B. F. Goodrich Company, New York advertising agency, promotion capacity.

in

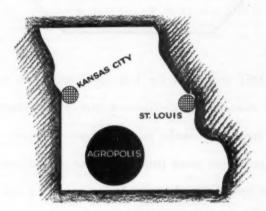
Where Does a Sale Begin?

MOST purchases for household needs are made in the store, but the decision—to buy or not to buy—is most frequently made in the home. — If you can manage to get your product thoroughly discussed in the household, the next logical step is a sale. — The story booklets we are doing for national advertisers are aimed at this definite objective—to create sales. — They present powerful selling arguments and in an attractive form. — They create a friendly atmosphere and finally a desire to buy. — You will be interested in seeing the samples that we will gladly send you on request.

### CHARLES FRANCIS PRESS 461 EIGHTH AVENUE, NEW YORK, N. Y.

PRINTING CRAFTS BUILDING TELEPHONE: MEDALLION 3500

# In Missouri-



# the largest market is "AGROPOLIS"

THE conference table buzzes . . . advertising plans are being made . . . primary markets are under discussion . . .

The sales manager looks at his population figures for Missouri. The records show but two large cities. At first glance Missouri seems an easy nut to crack—only two advertising schedules.

But closer study shows a great buying group that Rand McNally does not list, but which nevertheless is the *largest* market in the state. Well over a million strong; larger by 200,000 than St. Louis; almost as large as St. Louis and Kansas City combined.

28

### "AGROPOLIS." MISSOURI

Here is a prime market, a rich community. Here live the prosperous, sellable people who own or work the 260,000 Missouri farms. The leading members of this "community"—those with high purchasing ability, regularly read what is actually their family home paper—the Missouri Ruralist—published semi-monthly, edited locally, prepared to take localized advertising copy; newsy, authoritative, helpful. The Missouri Ruralist is the Missouri member of the Standard Farm Paper Unit.

In practically every farm state, "Agropolis" is the largest or second largest community. In almost every one, the majority of farm families read one of the Standard Farm Papers. The Standard Farm Papers literally offer blanket coverage of the prosperous farm areas of this country—just as the leading city newspaper covers the metropolitan area. Standard Farm Papers give all the advantages of national circulation minus the usual waste and plus the great advantage of local appeal to the dwellers of "Agropolis."

### The Key to "Agropolis"

"The Other Half of America's Market," a marketing guide and comprehensive statistical study of the whole farm market, was compiled by disinterested authorities. Copies will be presented to interested executives by appointment.

Your sales problem is national—but your dealer's is always local.

The Standard Farm Papers meet both!

Missouri Ruralist
The American Agriculturist
The Breeder's Gazette
Pennsylvania Farmer
The Wisconsin Agriculturist

Ohio Farmer
The Prairie Farmer
Wallaces' Farmer
The Progressive Farmer
Pacific Rural Press

The Nebraska Farmer Kansas Farmer The Farmer, St. Paul Hoard's Dairyman Michigan Farmer

### The STANDARD FARM UNIT

WALLACE C. RICHARDSON, General Manager

CHICAGO

NEW YORK

Courtney D. Freeman, Western Manager 307 North Michigan Avenue Willard R. Downing, Eastern Manager 250 Park Avenue

San Francisco, 1112 Hearst Building

To our many
friends in the
National Advertising
field, we wish
A Merry Christmas
and the sincere
hope that you
enjoy as prosperous
A New Year
as we anticipate
on The Detroit Times

A display gain of over 1,600,000 lines so far this year proves

"The Trend is to the Times"

### Lucky Strike-Sweets Controversy Raises Interesting Advertising Ouestions

What Started Out as Simple Sales Appeal for Lucky Strike Cigarettes Has Aroused the Interest of Many Different Businesses

### By Rexford Daniels

[EDITORIAL NOTE:—The approach of the "new competition" has been long heralded. Many have taken it more or less for granted and have overlooked its possible effect on their own interests. Just how firmly entrenched this interindustry competition has become is being evinced by the Lucky Strike-Sweets hattle.

There are so many ramifications to this controversy that it is attracting wide-spread interest. Sensing its importance, Printrans' Ink has reported each new development and discussed each new angle as it has come up.

Those interested in reading of the previous reports will find them in the following issues of Printrans' Ink: November 8, page 208, "Shall Candy and (igarettes Fight?"; November 22, page 10, "Lucky Strike and the Candy Industry Mobilize for Battle"; November 29, page 52, "Sweets Industries Organize to Combat Lucky Strike Adversing"; and December 13, page 118, "The Real Battle of the Century."]

Two main questions and advertising in the minds of advertising men as a result of the Lucky Strike cigarette — sweets controversy. The first question is is whether the competitive struggle in advertising is to be shifted-will industries now compete with each other instead of within themselves? The second is: Are we approaching an era in which advertising will have to pass the censorship of trade associations?

The first of these two questions Was discussed briefly by Howard W. Dickinson in the December 13 issue of PRINTERS' INK. The answer to this question will be determined largely by how much opposition is stirred up not only in the industry attacked but among members of its own industry, whenever such a campaign is attempted.

What started out as a simple sales appeal for the Lucky Strike cigarette has met with much wider opposition than the American Tobacco Company had any reason to imagine, and has demonstrated

that when one uses a belligerent type of copy it is almost impossible to estimate the extent of its Instead of opposition influence. coming from merely the confec-tionery industry, in which over 100,000 people are employed in the manufacturing end, twenty-one main industries have been brought into the picture, which do not include the growers of raw materials, brokers of sweet foodstuffs, wholesalers of finished sweets or the retailers of sweets not included under the heading of confections. It is almost impossible to estimate the number of people who are involved, but an idea may be had when, according to a Government survey in 1925 of "Candy Distribution in the United States," over 450,000 retail outlets were reported just for candy, while from another source we learn there are over 50,000 makers of honey. Thus an idea can be formed of the opposition which can be aroused, not only from the industry affected, but also from those whose business is dependent on that industry.

Ever since the Lucky Strike campaign started, the attitude of those in the tobacco industry has been a source of speculation. first outward opinion which has been given by a tobacco manufacturer is the recent advertisement of the P. Lorillard Company, Lorillard Company, maker of Old Gold and Murad cigarettes and other tobacco prod-ucts. The copy of the advertise-

ment reads as follows:

Eat a Chocolate, Light an Old Gold
. . and Enjoy Both. Two fine
and healthful treats.

In an interview, another tobacco manufacturer said his concern is not in the business to dictate dietetics to the country but to sell

tobacco in competition with other tobacco manufacturers, and if they could not convince people that they have a better cigarette than their competitors and had to resort to outside appeals they might just as well go out of business.

These two examples reflect the lack of sympathy of the other members of the industry for the actions of one of its number, and suggest that active opposition may also be met within an industry.

But the manufacturers of an industry are only one part—the jobbers and distributors must be considered. Following are a few telegrams which have been received by the American Tobacco Company from jobbers and which reflect their attitude;

As legitimate jobbers of both cigarettes and candy we ask that you discontinue the unfavorable form of advertising now being carried on by your company via radio, advising the public that candy is both fattening and injurious. Such advertising is both erroneous and false. Why falsely fight an article of merchandise that is profitable for us and healthful for the public?

Your radio advertising with statement that candy is fattening and injurious is very detrimental to the business of practically all tobacco jobbers and retailers. The elimination of this will be of benefit to everyone in the two classes above mentioned.

Must protest against radio talk decrying candy as injurious and suggesting cigarette smoking instead. As a jobber we sell both. Believe this advertising unwise and done without your knowledge.

As a great number of jobbers must handle candy because the margin of profit on cigarettes is so small, there seems to be considerable opposition from this source—especially when it is known that a number of chain stores which sell both candy and cigarettes have stopped the sale of Lucky Strikes.

Apparently when a company attacks another industry it takes more of a load on its shoulders than at first appears, because it must not only figure on the opposition from the industry attacked but also from the various other industries which depend on it for support. Also the company makes itself vulnerable to attack from competitors in its own field.

The question as to whether advertising campaigns will have to come under the censorship of trade associations presents many interesting sides. In an interview, C. S. Clark, secretary of the National Food Products Protective Committee, the organization which in directing the campaign against the attack of the Lucky Strike cigarette, and also director of the advertising and educational work of the candy industry, said:

"It is undoubtedly true that other industries will form similar protective committees based on ours as soon as their interests come into conflict. These committees will have as their object the watching out for adverse propaganda and the correction of the same when they find it. They will also probably serve to direct the issuance of correct information about their industries and keep their members from flying off the handle at each attack.

"One of the biggest problems which we had to deal with was to stop retaliatory guerrilla advertising by individual members, and to impress upon them the importance of co-operative effort. Aside from the effect on consumption of candy, the Lucky Strike campaign has done more for the confec-tionery industry than anything It has tended to fuse an else. industry which was composed of loosely knit units and to show them the value of co-operative ef-Where a former tendency fort. existed toward individual effort, with spasmodic results, the wisdom of a united front along constructive lines is now widely recognized.

"As a result, we have persuaded the candy trade to back a constructive advertising campaign, not attacking cigarettes, as they wished to do at first, but to tell the value of candy and sweets in the everyday diet. Our magazine appropriation has already been increased \$100,000 for next year as a starter, with other mediums to follow dependent on the amount of money raised.

"The purpose of the committee is thus not to engage in any aggressive warfare, but to protect her adhave to of trade y inter-National Comwhich is

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RESIDENT Coolidge said in his recent annual message:

IN its economic life the country has rejected the long accepted law of a limitation of the wage fund which led to pessimism and despair, because it was the doctrine of perpetual poverty, and has substituted for it, the American conception that the only limit to profits and wages is production, which is the doctrine of optimism and hope, because it leads to prosperity."

Four memory serves us right, Detroit has done more to promote this "American conception" than any other single community in the world. When fire-hose had to be turned on a nation of job-seekers, fifteen years ago, at the announcement of Henry Ford's famous \$5 per day wage, the seed of mass production and highwagewasplanted, as well as advertised to the world.

ROSPEROUS Detroit-the population elements that benefit most from Detroit's onwardmarch, are readers of The Detroit Free Press.





CONKLIN, INC. Representatives

New York Chicago San Francisco

ourselves and to see that correct information is given out."

The future activities of trade associations, in regard to advertising regulation, if the work of this particular committee is a criterion, seem to be one of constructive effort rather than censorship. However, the problem of individual opinion will always be present as to what constitutes attack on an industry's interests.

The following is part of a statement received from the American Tobacco Company for general release to the public, announcing the launching of its \$12,300,000 advertising campaign for 1929. In it George W. Hill, president, explains the plans and copy appeal to be used for Lucky Strike advertising:

"The \$12,300,000 appropriation to promote the sale of Lucky Strike cigarettes will include," said the statement:

Daily	New	8]	pi	N	px	B1	18								\$6,500,000
Magaz	ines														1,200,000
Billbo															3,000,000
Store	Holi	26													1,000,000
Radio									9				0		600,000

\$12,300,000

"The basis of our advertising appeal," the statement quotes Mr. Hill, "during the coming year will be the growing use of the company's principal brand of cigarettes in place of excessive indulgence in rich foods. The appeal will be directed primarily to men and women interested in avoiding overweight to preserve a slender figure. The advertising will appear nationally in about three weeks.

"This new appeal has been tested for the past three months in newspapers of the metropolitan district of New York. The response justifies our company in expanding this advertising to a national campaign.

"Women smokers have been an important factor in the growing popularity of cigarettes during the last ten years. In this period women have also been unusually interested in maintaining natural grace and slenderness. It is clear that many women are smoking cigarettes in order to help them avoid the excessive eating of

sweets. The American Tobacco Company's advertising recommends a reasonable proportion of sugar in the diet. Moderate cigarette smoking, it will point out, replaces the desire for excessive sweets without impairing the appetite for healthy nourishing food."

### Albany "Sunday Telegram" Added to Hearst Newspapers

The Albany, N. Y., Sunday Telegram has been purchased by William Randelph Hearst. It will be published in conjunction with the Albany Sunday Times-Union under the name of the Sunday Times-Union and Albany Telegram.

### T. J. Reese, President, Ault and Wiborg of New York

Thomas J. Reese has been made president and director of the Ault and Wiborg Company of New York, Inc., a subsidiary of the recently formed International Printing Ink Corporation. He was formerly manager of the Ault and Wiborg plant at Buffalo, N. Y.

### New Account for Marschalk & Pratt

The Seaboard By-Product Coke Company, New York, has appointed Marschalk & Pratt, Inc., New York advertising agency, to direct its advertising account. Newspaper, outdoor, car card and direct-mail advertising will be used.

### Amaizo Advertising to Be Directed by B. B. D. & O.

Batten, Barton, Durstine & Osborn, Inc., has been retained to direct the advertising of the American Maize Products Co. New York, manufacturer of Amaizo salad and cooking oil, Amaizo butter-scotch syrup, Amaizo corn starch and Amaizo gloss starch.

### Appoints Wales Advertising Agency

The Virginia Hot Springs Company has appointed the Wales Advertising Company, Inc., New York, to direct the advertising of The Homestead, Hot Springs, Va., effective January I. Newspapers and magazines will be used in a forthcoming campaign.

### Eberhard Faber Appoints J. Walter Thompson

Eberhard Faber, Brooklyn, N. Y., lead pencils, penholders, rubber hands, etc., has appointed the J. Walter Thompson Company to direct its advertising account. The first advertisements, beginning a new campaign, will appear in January.

FIRST LOAD!! FIRST LOAD!!

First Edition of Sunday News Leaves
9:0C P. M. Saturday

Typicient rotting, most modern equipment, and skilled, onthanisatic workers of The Bruingham Rows compleiely
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towns. 12:59 the Star Rome Edition goes to press, and at one
is is on its way to 60,000 homes by truck—in distant alabama
towns. Between one and three work reaches a fever pitch while
83,000 Home Editions are printed, stuffed and delivered to Street
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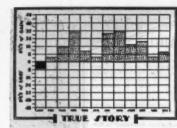
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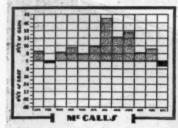
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# 1928 lineage record



### for 12 magazines

showing percentage of gains and losses from same months in 1927.

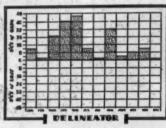
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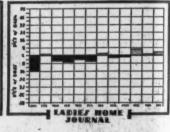
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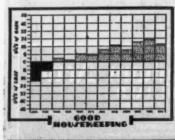
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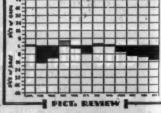
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### based on Printers' Ink figures





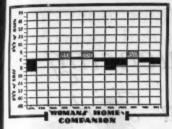


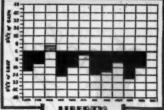


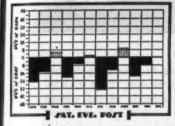
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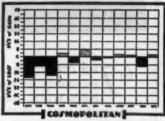
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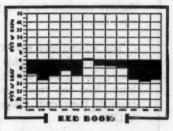


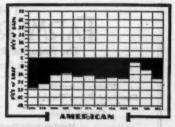
THE combined total lineage of all major magazines, exclusive of True Story, shows a LOSS of 9.6 per cent for 1928 over 1927 . . . But True Story shows a GAIN of 14.3 per cent. This is a GAIN of \$500,000 in revenue.

These charts would seem to indicate that advertisers are more scientifically covering the market in which 11 out of these 12 magazines duplicate . . . . releasing funds to add the NEW market, in which the twelfth magazine concentrates alone.

Write for "The New Family Market," a book which explains "Why." True Story, 2716 Graybar Building, New York City.

TRUE STORY
The New Market







HE ONLY magazine in America published exclusively for farm women, THE FARM-ER'S WIFE, goes directly to the women who make nearly all the purchases for the farm. With its colorful covers, good paper and attractive make-up. THE FARMER'S WIFE offers a productive medium to advertisers who seek to influence farm trade.

The women who subscribe to this magazine are well-informed, thoroughly "sold" on modern home conveniences, and are in a financial position to buy. You can reach these 850,000 farm women through their own magazine, THE FARMER'S WIFE.

## THE

The Magazine for Farm Wom

Webb Publishing Company, Publishers St. Paul, Minn.

Western Representatives 307 North Michigan Ave. ... Chicago, Illinois

Eastern Representatives Standard Farm Papers, Inc. Wallace C. Richardson, Inc. 250 Park Avenue New York City

Member Audit Bureau of Circulations

### An "Ideal" Financial Report for the Average Industrial Corporation

Large Scale Study of Financial Data of Leading Industrial Enterprises of Country Leads to Specific Recommendations

### By Albert E. Haase

ON a number of occasions, in recent years, PRINTER' INK has commented on the utter inadequacy and lack of uniformity of the financial statements of American industrial enterprises. comments have usually come after long and protracted efforts to extract from such statements information that it believed would be helpful to the distribution end of American business.

Its interest in this subject, however, has by no means been confined solely to a desire to obtain actual facts and figures which could speak for themselves. It has had in mind the fact that the ever-increasing number of investors in American industrial enterprises is putting upon the shoulders of the ever-increasing number of businesses that are publicly financed a new problem of public relations—the problem of cultivating the goodwill of investors not only to the end that they will continue as se-curity holders, but also to the end that they will intelligently further the interests of the businesses in which they have put their money.

At the very root of this problem is the subject of honest and statements. intelligent financial (Any business which sets up a plan which seeks to cultivate the good-will and active interest of its security holders would do well to discard that plan if it does not start off with a fixed policy of telling a truthful and understandable story in financial statements.

The agitation for better financial statements in which PRINTERS' INK has had a part, for the reasons just explained, has been carried on from many quarters by many other organizations and many individuals. Such agitation, however, has been mainly in the direction of calling attention to a need for reform. It

has lacked a constructive side. Within recent weeks, however, that very necessary constructive has come forward. In several issues, of late, PRINTERS' INK has commented on a large-scale study of the 1926 and 1927 financial statements of 545 different corporations carried on by the Standard

Statistics Company of New York.
That study of corporations whose aggregate annual net profits probably represent one-third of the total net profit earned by all cor-porations in the United Statesstatistical organization which undertook it to make more severe criticism of the general condition of financial statements of American business than has hitherto been made on this subject.

#### A CONSTRUCTIVE IDEA

But more important than this highly justifiable criticism is the contribution of a constructive idea to this widespread agitation for contribution is made in the form of an "ideal financial report for the average industrial corpora-tions." (By "industrial corporations" is meant enterprises other than railroads and public utilities.)

This ideal report, compiled by Harold G. Parker and Ivan S. Dobson, has three divisions: "The income account," "the balance sheet" and "the annual report." It is prefaced with the following statement: "Since it is one of the functions of the financial report to make possible the detection of year-to-year change-the measurement of trend-both the income account and the balance sheet should report comparable data for at least two years—the latest year and the one immediately preceding."

The "ideal" income account, with an explanation for each item that it carries, is set forth as follows:

1. Gross Revenue or Gross Sales—
Not unless the security owner has a
record of gross can he arrive at an
understanding of the meaning of the
net income figure. In many cases, not
unless he has a long term record of
gross can he determine whether his
company is a growing or a decadent
one. Gross must be the starting point
of every income report; in only a minority of cases is it now the starting
point of that portion of the income
account which is made public.
2. Operating Expenses or Cost of
Sales—Should be sub-divided under two
heads: 1. Gross Revenue or Gross Sales-

heads:

(a) Cost of production;
(b) General selling and administration expense; (where taxes other than Federal are a major item, they should be reported sepantics) rately.)

Such a sub-division makes possible a check and analysis of the most importent elements in cost. The ratio between gross revenue and operating expense over a period of time is a very significant one; detailed information as to costs makes it possible to explain variations in this ratio.

3. Expenditures the Maintenance of the state of th tant elements in cost. The ratio

3. Expenditures for Maintenance, etc. -Should always be separated from other elements in total costs. The value of the figure lies in the fact that it gives a clue as to whether property is being kept in first class condition, and The value whether expenditures in a given period are sub-normal, normal or supranormal

4. Operating Income—Obtained by deducting Items 2 and 3 from Item 1. Reports the amount of profit derived directly from the operation of the busi-

ness.

5. Other Income-Including all profits, our other than from operations, such bank interest, dividends on securi-owned, etc. Profit on sale of any ties owned, etc. current assets, such as securities, should be itemized separately. If "other inis not reported separately, and in come is not reported separately, and in detail, the security owner has no basis for judging what proportion of total income is likely to be non-recurrent.

6. Total Income—The sum of Items

4 and 5 above.

7. Depreciation, Depletion, Obsoles-cence, Reserves, etc.—This account is one which is much and frequently abused. Details of this reserve should be listed separately in the income account.

count.

8. Federal Taxes—This item is computed after allowing for income charges, but it ranks ahead of these charges in payment, after the fiscal year is ended.

9. Other Deductions—Such as inventory adjustments, loss on sale of any current assets, and all other deductions which can be classed as legitimate charges against the business for a given charges against the business for a given year. Reserves for probable losses on inventories and receivables should also be shown here. (Full details should be shown.)

10. Net Profit-Item 6 minus Items

8 and 9.

7, 8 and 9.
11. Fixed Charges-Including bond interest, other interest, amortization of

bond discount, subsidiary preferred dividends and bond sinking funds. (Details)

12. Net Income—Net profit minus fixed charges.

13. Preferred Dividends—Amount paid in cash.

14. Common Dividends-Amount paid cash

15. Balance After Dividends.
16. Surplus Credits—Including all items such as profit on sale of capital assets, transfers to surplus from reserves, credit adjustments of prior year's items, etc. (In detail.) prior year's items, etc. (In detail.)

17. Surpfuz Debits—Including stock dividends, reduction in stated value of good-will, loss on sale of capital assets, etc. (In detail.)

18. Net Inc.

good-will, loss on sale of capital assets, etc. (In detail.)

18. Net Increase or Decrease in Surplus During Year—Sum of Items 15 and 16, minus Item 17.

19. Surplus Balance Carried Forward From Previous Year—As shown in previous year's balance sheet.

20. Balance in Surplus Account at

20. Balance in Surplus Account at End of Current Year-Sum of Items 18 and 19.

#### BALANCE SHEET

The "ideal" balance sheet with each item that needs explanation explained follows with the "assets" items preceding the liability items:

Assets

Property Account-Should be stated whether value assigned is at cost or appraised value. Reserves for depreciation, depletion, obsolescence, etc., should be

depletion, obsolescence, etc., should be noted separately.

2. Long Term Investments—Statement should specify whether investments are carried at cost or market, and in vestments in subsidiaries should be reported separately. Full list of investments of this type should be published at least annually. Any major change in holdings from one year to the next should be explained. should be explained.

Intangibles-Should be detailed. viz:

(a) Good-will.
(b) Patents.
(c) Leasehold value.
(d) Unamortized bond discount.
(e) Other. 4. Advances or Long Term Accounts Receivable—Should be segregated, so that differentiation can be made between advances to subsidiaries and others. The necessity for such advances should

be explained.
5. Prepayments—Such as insurance,

taxes, etc.
6. Other Assets—Such as real estate not used in operation, employees' stock subscriptions, etc.
7. Current Assets—Should be sub-

divided as follows:

(a) Cash in banks and on hand.
(b) Government securities.

(c) Other temporary investments. (c) Other temporary investments, such as marketable securities, demand, call and time loans, etc. Should be reported at market value. If marketable securities constitute a large proportion of total assets, details of holdings should

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More Than 200,000 Daily

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# Los Anneles Leaminer

440,000 Sunday

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DECEMBER 20, 1928

10e SUNDAY

### OFFICIAL FIGURES REVEAL EXAMINER GROWTH LARGEST

### DIFFERENCE BETWEEN CIRCULATIONS SHOWN

REVEALING one of the most phenomenal circulation growths west of Chicago and definitely placing the preference of a majority of Southern California newspaper readers as being for The Los Angeles Examiner, statements to the Government for the six months ending September 30, 1928, climaxed a period of progress that is wagging the tongues of circulation managers and advertisers.

#### What a Difference!

Eight years ago, official figures show, The Examiner had a daily circulation of 92,816. Today, that figure has fairly leaped up the chart to 201,166!

Only 6,806 daily circulation ahead of the other morning paper in Los Angeles 8 years ago, today The Examiner is more than seven times that much in advance!

### Sunday, Too!

The Sunday figure has also been heading for the upper right-hand corner of the graph-sheet. Eight years ago—179,056; latest official figure—426,395. The other Sunday paper could have caught us, eight years ago, by adding a little over 56,000 customers. Today it would have to pile on 200,000!

No newspaper in the West has grown like The Examiner. Yet, it is the highest-priced paper in its territory, and for the past 10 years has never handed out premiums to get or keep subscribers.

### WRITER



Mrs. A. S. C. Forbes

### "Why I Like and Read

### The Los Angeles Examiner"

as READ The Examiner because of its March of Events and magazine sections, first, then because of the news and club columns. In the March of Events section, which is my favorite of all periodical departments, I read steries, historical and scientific, which are not to be found in any other current magazines, libraries or research departments. I read that section from cover to cover with the inside steries, and the concluding pages on household etements."

Mrs. A. S. C. Forbes, former president of the California History and Landmarks Club of California; author of "California Missions and Landmarks," "El Camino Real" and "Mission Tales in the Days of the Dons."

One of the 28 HEARST NEWSPAPERS read by more than 20,000,000 people

Member of International News Service and Universal Service

Member of Associated Press

Member of A. B. C.

(d) Accounts receivable (trade).
(e) Temporary advances to subsidi-

(2) goods in process; (3) materials and supplies.

(g) Other current assets, such as cash surrender value of insurance policies,

8. Total Assets.

Liabilities

9. Preferred Stock—Details should be given if preferred is of more than one class. If it carries no par value, the liquidation value, and the number of shares outstanding should be stated.

10. Common Stock—Should be reported as an item separate from surplus, regardless of whether the issue carries a par or no par value. Number of shares outstanding should be stated. If common is of more than one class, proper distinction should be made.

Funded Debt-Complete list, with 11. details details as he coupon, maturity dates, etc., should be carried either in the balance sheet or in the annual report

accompanying.

12. Other Long Term Obligations—
Should be segregated as to subsidiaries and others, with full explanation.

13. Reserves—This item should only 13. Reserves—This item should only report reserves which are set up against fixed assets and reserves for general countingencies. Reserves set up against current assets should be reported under current liabilities.

14. Other Obligations—Such as deceits returnable only under reserved.

returnable only under special ensita

posits returnable only under special conditions, etc.

15. Surplus—Subdivided as follows:

(a) Capital and appreciated surplus
(b) Appropriated surplus (for in provements, sinking funds, etc.) surplus.

(c) Earned surplus.

(c) Earned surplus.

(c) Earned Liabilities—Should be (c) Earnea Ulpius.

16. Current Liabilities—Should be subdivided as follows:

(a) Loans payable to banks.

(b) Notes payable (trade).

(c) Accounts payable.

(d) Temporary loans from subsidiary

companies. (e) Accrued expenses-interest, taxes,

dividends, insurance, etc.

(f) Tax reserves (Federal and other).

(g) Current reserves—against receivables, inventories, should appear.

(h) Dividends payable. etc. Details

(h) Dividends payable.
(i) Other current liabilities.
17. Total Liabilities.
18. Contingent Liabilities—Any guarantee or endorsement to which the company is committed should be reported in detail.

#### THE ANNUAL REPORT

In dealing with this phase of the subject of the "ideal report" the following comment and advice is offered:

A number of corporations have already adopted the practice of append-ing to their annual income accounts and balance sheets a statement since and balance sheets a statement giving fur-ther information to stockholders. When

this report is complete, it is of inestimable value in analyzing the statistical statements. It becomes particularly il-luminating when it explains important changes that have occurred as comchanges changes that have occurred as com-pared with the year preceding the cur-rent one—changes in the tempo of pro-duction, in market prices for the goods that are produced or sold, in the amount of gross and net income (especially in non-recurrent income) in dividends, fixed charges and special adjustments, in the property and investment accounts, in capital structure and in cash, inven-tories and receivables.

It is especially important to explain changes in the surplus account. Withchanges in the surplus account.

Annous such an explanation, it is often virtually impossible to analyze a financial statement. The surplus account is a catch-all, offering the opportunity for many abuses. An explanation of year to year adjustments is essential.

In offering this "ideal financial report" for public consideration the Standard Statistics Company makes this statement:

If we interpret the current trend of the we interpret the current trend of public opinion rightly, we believe that the demand for more adequate corporation statements is a steadily growing one—and that it will grow much more rapidly during the next decade than it has grown during the past one.

With that statement PRINTERS' INK is not only in agreement, but is moved to amplify it by saying that if an industrial enterprise which has been publicly financed does not of its own initiative follow a practice of giving adequate and understandable financial statements to the public then eventually the public will force it to do so as it has, in no small degree, in the case of railroads and public utilities.

#### Appoints William J. Dawson & Associates

The Cinelin Company, Indianapolis, manufacturer of Cinelin Chips, a pyroxolyn material, has placed its advertising account with William J. Dawson & Associates, advertising, of that city.

Joins Price-Hannah Agency Thomas Nicholson, formerly with the New York and Chicago offices of the Columbia Broadcasting Company, has joined the Price-Hannah Company, Chi-cago advertising agency, in charge of radio advertising.

With Lockwood-Shackelford

M. Warren Krause has joined the copy department of the Lockwood-Shackelford Company, Los Angeles advertising agency.

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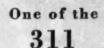
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**Exclusive Accounts** 

### Armstrong's Linoleum

Armstrong's Linoleum is one of 311 National Products that used The Examiner exclusively in San Francisco during the first 10 months of 1928. During this period the company's sales in Northern California set a new record.

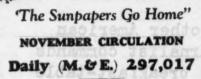
The Armstrong Cork Co. was the pioneer in advertising Lino-leum to the consumer. The general use of this floor covering today is largely due to Armstrong's campaigns in selected mediums.



One of the 28 HEARST NEWSPAPERS read by more than twenty million people Member International News Service and Universal Service Member of Associated Press Member Audit Bureau of Circulations

W. W. CHEW 285 Madison Ave. NEW YORK CITY A. R. BARTLETT 3-129 General Motors Bldg. DETROIT J. D. GALBRAITH Hearst Bldg. CHICAGO of Total Advertising
Appearing in
Baltimore Newspapers
in November, 1928
was carried by
THE SUNPAPERS

Bastimore Shopping



39,397 Gain Over Nov., 1927



THE



SUN

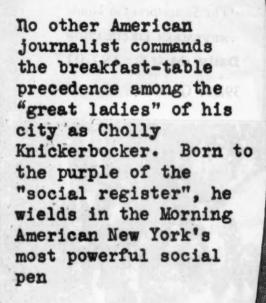
MORNING

EVENING

SUNDAY

JOHN B. WOODWARD wery Hank Bidg., 110 E. 42nd St. New York

C. GEORGE KROGNESS First National Bank Bldg. Ban Prancisco GUY S. OSBORN
360 N. Michigan Ave., Chicago
JOSEPH R. SCOLARO
General Motors Bidg., Detroit
A. D. GRANT
Constitution Bidg., Atlanta, Ga.



### Humor Makes a Modest Campaign a Success

How a New Zealand Advertiser Successfully Matched His Ingenuity with Clever Copy Against His National Competitors and Increased His Sales

### By Oscar DeCamp

THE problem of winning a local market is one which, for its solution, calls for an accurate analysis of the conditions of the market and the buying temper of the consuming public. The local market may be a city, a State, or a territory. In the pres-

ent instance it is the country of New Zea-

land.

The advertiser is A. S. Paterson & Co., Ltd., distributor for New Zealand of Big Tree gasoline, oil and other products, with branches in six New Zealand

cities.

The advertisements comprising this campaign were published in a list of New Zealand newspapers and theater The newsprograms. advertisements paper were, all of one sizefour columns wide by 111/2 inches. The fea-111/2 inches. tures about the series which make it stand out with such prominence are the illustration and accompanying caption which are the most outstanding parts of each advertisement. But before describing the advertisements, the reader will be interested in a

description of why this style of copy was used furnished by H. H. Newton, general sales manager of the Big Tree Department, of A. S.

Paterson & Co.:

"There were several factors which were responsible for the adoption of this particular series of advertisements. In the first place, 'Big Tree' is a brand of mo-

tor spirit known only in New Zealand, and its competitors include some whose names are known the world over. In addition to world fame, some of the competitors to 'Big Tree' were able from time to time to bring out large adver-



A LARGE PART OF THE EFFECTIVENESS OF THIS SERIES IS UNDGUSTEDLY DUE TO ITS BREVITY

tisements stating that their particular brand of spirit had been chosen by this or that famous airman on a record-creating flight, or that certain racing motorists had used so-and-so motor spirit.

so-and-so motor spirit.

"'Big Tree,' being confined to
New Zealand, could not advance
such claims. Moreover, the amount
of money available for advertising

was not so great as was allocated by its principal competitors. Every other motor spirit was running advertisements with the old timeworn slogans.

"I called in the executive of the advertising agency responsible for our advertising and, as a result of our discussions, the present series was prepared.

"The man who stands beside the pump and operates the handle can

be of immense service in creating bigger sales, and we do all in our power to secure his good-will. It is important also to make him feel that there is strong newspaper advertising behind a branded motor spirit, and as our advertising allocation was smaller than our strongest competitor's, we had a difficult job in front of us.

"However, the series was a distinct success in spite of very strong competition and the sales of 'Big Tree' motor spirit rank today among the largest in New Zealand. The effect of this series of advertisements was such that resellers frequently remarked on the enormous amount of money 'Big Tree' was spending in advertising as compared wilth its competitors, when actually the position was the re-

verse. I have come to the conclusion, therefore, that this series of advertisements was a distinct success, and that the fact that the resellers thought we were spending more money in advertising than our competitors was proof that our money was being wisely expended."

The cartoon treatment used in the illustrations is one which might be classified as "grotesque," and the incident depicted in each drawing is sufficiently foolish, or silly, to be quite amusing. This is unquestionably the strength of the campaign. For instance, one of the first advertisements contains a drawing of a queer-looking automobile, with a queer-looking woman passenger in it and a queerlooking chauffeur standing to one side, both of whom are looking at one of the car's rear wheels, which is badly bent out of shape. Beneath the drawing, the caption of the advertisement, printed in very large type, reads, "You can't



THE ENTIRE BIG TREE CAMPAIGN IS WRITTEN AND ILLUSTRATED IN A SILLY VEIN, BUT A SERIOUS SALES STORY IS TOLD IN EACH ADVERTISEMENT

make a wheel out of putty."

Another bears the title. "You don't use a toothbrush as a spanner," with the picture of a man who has evidently just tried to, for his car is falling apart and the ground is littered with nuts and bolts. Other titles are "You wouldn't use a paintpot as a saucepan," "You don't use a scythe for shaving," "You wouldn't measure acres with a footrule," "You don't see a plumber when you have the toothache," "You don't use a telescope to read a

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These actual results from advertising in

### The New York Times Magazine-

Cost per inquiry lowest— Quality of response high— Long life of advertising—

### MILNESIA LABORATORIES, INCORPORATED 11 EAST 36TH STREET NEW YORK, N. Y.

December 7, 1928

The New York Times, New York, New York.

Permit me to express our appreciation of the very excellent results that have followed our fall advertising campaign in The New York Times Magazine.

No more convincing proof of The Times standing as a national medium can be shown than the record of inquiries received by us during the past three months. Not only have these inquiries come from every state in the Union, but from at least eight foreign countries. Some fifteen large metropolitan papers were used in this campaign, and the cost per inquiry of The Times was lower than that of any other paper used.

We are interested not alone in the volume of inquiries, but in the quality of the people responding; also in the extraordinarily long life of The Times Magazine, inquiries continuing to come in for weeks after the insertion.

We are so pleased with these results that we are making The Times Magasine the backbone of our spring advertising campaign in New York, and anticipate the same degree of success.

Yours very truly.

Transmofarace

Vice Dreetden

# The New York Times Magazine

A part of the Sunday edition

Net paid sale 750,000

All advertising subject to censorship

newspaper," and "You don't use a speedometer as a wristwatch." The cartoon accompanying each title carries out the idea suggested

As to layout, the advertisements follow a general style-about fifty words of copy, the words, "Big Tree," in caps, a sub-caption, "The Perfect Motor Spirit for the Consistent Motorist," a slogan design and signature.

A large part of the effectiveness of the advertisements is undoubt-edly due to their brevity. The message in each case explains the

caption.

The entire series of advertisements is an excellent example of how a lesser advertiser with a good extraordinary product and no claims to make for it can add his voice to the chorus of large advertisers who are able to make spectacular claims, and say with vast good humor, "My product was intended to run cars; it makes no extravagant claims, but it will run your car well."

#### B. & O. Advances George Packett

George Packett, recently city passen-ger agent of the Baltimore & Ohio at Detroit, has been appointed advertising agent of that line for the Northwest agent of that line for the Northwest division. His headquarters will be at Chicago. He succeeds P. H. Akin, retired.

#### New Account for Sugden Agency

G. B. Lewis & Company, Watertown, Wis., makers of golf ball washers, have placed their advertising account with the Sugden Advertising Company, Magazines and golf publica-L. tions will be used.

Harry O'Brien to Join Gorham Manufacturing Company

Harry O'Brien, vice-president of the International Silver Company's factory at Wallingford, Conn., will soon join the Gorham Manufacturing. Company, Providence, R. I., as vice-president in charge of sales and advertising.

Appoints Price-Hannah Agency The Price-Hannal Company, Chicago advertising agency, has been appointed to direct the advertising account of the Odor-Nox Chemical Company, Chicago, manufacturer of a deodorant. Newspapers will be used.

#### Another Credit Manager Travels and Helps Sales

PARST CORPORATION
MILWAUKEE, DEC. 11, 1928

Editor of PRINTERS' INK:

Editor of PRINTERS INE:

"A Credit Manager Travels and Helps Sales," December 6 issue, by Charles Zonnevylle, credit manager of the Yawman and Erbe Mfg. Company has been read with interest. My own has been read with interest. My own views are in accord with his because we use practically the same method. Personal contact on the part of the

credit manager of a concern with that concern's customers, especially those of a doubtful financial stability, has long been considered as the most reliable method of keeping such accounts in a really liquid condition.

really liquid condition.

Salesmen are apt in many instances to let their enthusiasm get the best of them, and requests made under such conditions are invariably painted brighter than they actually are. Another thing to be taken into consideration is the fact that a salesman is put into the territory to sell goods, not to act as a collector or a character analyst from a financial standpoint, but there are many instances where personal conare many instances where personal con-tact could not be made directly with the customer by the credit manager, especially with such concerns who do a nation-wide business and maintain only one main office, and in such cases naturally correspondence must be re-sorted to. sorted to.

However, it has been the writer's ex-perience in a good many cases of doubt-ful credit that a customer is glad to get full credit that a customer is grad to go pointers on methods of reducing costs, keeping inventories and other things along this same line, which a credit manager of a concern can in many instances enlighten a customer about much stances enlighten a customer about much better than a salesman or sales repre-sentative. The writer recalls several instances where suggestions have been made that have resulted in the customer becoming very good credit risk for every-one concerned.

GEO. E. SUNDBERG. Credit Manager.

#### Mogensen Adds to Western Staff

LeRoy A. Stureman, recently with the advertising department of the Chicago Herald and Examiner; William G. Matthews, at one time with the Kansacity Star, and E. L. Quinlan, formerly with Brown & Bigelow, Chicago, have joined the Western staff of M. C. Mogensen & Company, Inc., publishers' representative. representative.

P. F. Seavey Joins Porter Corporation

Paul F. Seavey, formerly art director of Hughes, Wolff & Company, Inc., Rochester, N. Y., advertising agency, has joined the staff of The Porter Corporation, Boston advertising agency, as production manager. For several years, he conducted his own art studio at Ros. he conducted his own art studio at Boston.

# 1 equals 4

# Circulation That Reaches "Families" Instead of "Individuals"

Although Times' circulation is growing faster than all other morning newspapers of Los Angeles and San Francisco combined, this remarkable fact alone does not tell it all.

Times' circulation is delivered copy by copy to the homes of regular subscribers. Whereas street newspapers are bought and read mostly by individuals, The Times reaches families averaging over four people. In other words, a large part of its circulation is equivalent to four times as many copies of street extras.

# los Anglies Times

Eastern Representative:
Williams, Lawrence & Creamer Ce,
380 N. Michigan Blvd. 285 Madison Ave.
Chicago New York

25

Pacific Coast Representative:
R. J. Bidwell Company
742 Market St. White Henry Stuart Bldg.
San Francisco Seattle

#### THIS

# ONE GREAT MARKET CAN BE THOROUGHLY COVERED



SALES opportunities today lie in metropolitan markets: Where a city block consumes more than a rural community; where consignments are in carloads,

not in parcel post packages; Where salesmen travel from

street to street, instead of from county to county.

It is a problem of delivering goods at a minimum cost, and of selling with least expense.

-a problem of advertising, thoroughly and effectively, at the lowest possible cost. Analyze all of America's great metropolitan markets, and you find that in Philadelphia one newspaper reaches nearly every home. tı

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In city and suburbs, in mansion and modest home—The Evening Bulletin is the newspaper believed in by nearly every one.

Go deeper than the mere circulation total: Study its history, its character; how it was obtained, and how quickly has it grown.

You will find that these are the facts: In 1895, The Bulletin

Copyright, 1993, Bulletin Co.

came to its present owners with a few thousands of readers. Today the net paid daily average circulation is 549,148 copies.

Nearly a generation of effort devoted to its building... Devoted to the winning of reader confidence by printing a newspaper worthy of that confidence.

Without bold headlines; without sensational writing; without tricks to win readers—such as premiums or contests.

Circulation is an elusive commodity to buy. Reader confidence is the asset upon which the advertiser can depend to produce sales.

Here is a circulation built upon reader confidence . . . concentrated in America's third largest market . . . thoroughly covering the city and suburbs. Here is one metropolitan center offering "one newspaper" coverage.

Philadelphia . . . Three million people . . . Six hundred thousand homes : A unique opportunity for effective marketing today.



#### A Careful, Unburried Growth

The Bulletin has grown through the years to its present more-than-half-million total solely on its worth as a fine newspaper; on its ability to win and hold readers by editorial metit. Nearly everybody reads The Bulletin. In cityand suburbs, it far exceeds any other Philadelphia newspaper's circulation. It is one of the great newspapers of America.



### The Recognition of Leadership

Philadelphia business men place more individual resui store advertisements in The Bulletin than in all other Philadelphia newspapers combiand. The Bulletin also carries more local and national display limage than any other Philadelphia newspaper. (The Bulletin is published six days a week, has no Sunday issue.)



# The Ebening Bulletin

City Hall Square

PHILADELPHIA

New York Office: 247 Park Avenue Chicago Office: 333 N. Michigan Avenue Detroit Office: 321 Lafayette Boulevard San Francisco Office: 681 Market Street

RED

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are the Bulletin

# Stepping Lightly into our 100th YEAR

... and the Boston\_Post says this editorially of us

The only reason we have led in the campaign (for better fire protection)... is solely because the Transcript in its usual wideawake fashion took the matter up first and hammered it so successfully and vigorously.

THE MANAGING EDITOR
OF THE POST

### Boston Ebening Transcript

Highest ratio of BUYERS to readers

National Advertising Representatives

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago

San Francisco Los Angeles

### How the Department Store Stylist Affects Manufacturers

A Newcomer in the Department Store Field, She Is Exerting a Powerful Influence

### By Ruth Leigh

WITHIN the last year or so manufacturers who sell to department stores and specialty shops may have noticed that buyers who visit their showrooms are by your accompanied young women presented as These stylists have introduced into wholesale buying a situation that is both new and serious-and which is summed up by one manufacturer this way: "Now that these stylists accompany buyers to market, we don't know to whom to sell-the buyer or the stylist. When we sell to the buyer, the stylist interferes or criticizes; when we concentrate our selling efforts on the stylist, the buyer becomes offended. It appears to be impossible to please both because the two are seldom in agreement."

928

Another manufacturer points out a further difficulty of the buyer-stylist situation. The stylist is supposed to seek out new sources of supply, and manufacturers may spend a considerable amount of time acquainting her with their line. The stylist may then bring the buyer to the manufacturer's showroom. The buyer, however, will place merely a nominal order, for the petty reason that she usually favors her own sources of supply, refusing to recognize those suggested by the stylist.

Many manufacturers are suffering unjustly from this and similar situations involving the stylist. Moreover, it seems impossible, under present conditions, for them to improve matters. Naturally this leaves manufacturers puzzled, indignant and bitter, particularly as they are finding that the stylist's judgments, decisions and recommendations affect their orders.

Manufacturers' salesmen are told:
"We don't like that line. Our
stylist says it is in poor taste."

Manufacturers' home offices re-

ceive cancellations of orders: "Our stylist refuses to O. K. the goods," says the buyer.

The buyer tells the manufacturer frankly: "I haven't given you an order lately because our stylist has found another line better adapted to our trade, and our merchandise manager has instructed me to buy it."

Who is this stylist whose word appears to be so authoritative? Is she really as important as she seems? What is her relation to the buyer? Is the buyer no longer deciding on orders? In short, is the stylist supplanting the buyer?

#### EXACT FUNCTIONS OF A STYLIST ARE VAGUE

This article is an attempt to explain, so far as possible, the status of the store stylist, her relation to the manufacturer, and to clear up some of the existing confusion in regard to her function in buying. It is not easy to talk definitely or authoritatively on the subject, however, because even in department store organizations there exists the most astonishing vagueness as to the exact function of the stylist. Unquestionably, she has sprung up to meet a need in retailing.

But investigation reveals that it is difficult to secure authoritative information about the stylist, because even store executives whose stores employ stylists confess their own confusion as to where a stylist's duties begin and end. In some stores the principals do not agree either on the function of the stylist or on her presence in the store. For that reason one executive whose store, incidentally, has over a dozen stylists, when asked for information about this member said: "Stylists? Don't ask me. I don't know what they're supposed to do."

A department store buyer says

bitterly: "I'm sure I don't know anything about stylists. As far as I can learn, their chief function is to interfere and to criticize."

The same attitude exists among manufacturers questioned as to the function of the stylist. neither manufacturer nor retailers friendly toward and articulate in regard to the stylist, it is possible to present here merely the existing situation in regard to her status.

As nearly as can be learned, the stylist has come into being since the consuming public has begun to demand style in all lines of merchandise, from kitchen ware to wearing apparel—style not only in expensive merchandise, but also in

popular priced lines.

It has become so vital for stores to give the public merchandise that is style-right, in accordance with the principles of good taste, that merchants have begun to recognize the limitations of their buyer's taste and judgment. The average buyer is a good business man or woman, chosen for his or her ability to manage one or more merchandise departments, and to produce a satisfactory profit. are usually more interested in the buying and selling end of mer-chandising than in the style and artistic side of the merchandise. In short, they are commercial.

#### BUYERS AREN'T ALL FASHION CONSCIOUS

While this is vitally important in the modern department store, it is becoming equally essential to supplement the buyers' ability with good taste, style sensitiveness, and artistic background which they frequently lack. This need has produced the stylist. She is supposed to be more fashion conscious than the buyer, to be more sensitive to trends in popular demand, to apply her standards of good taste and artistic background to merchandise selected by the buyer for its potential profit.

The stylist is expected, concretely, to make her store and its customers fashion conscious, to promote the sale of style, to keep her finger on the style pulse of the public, to be a style prophet.

A specific illustration of the function of the store stylist is supplied by Miss Mary Jean McKinnon, stylist for The Davison & Paxon Company, Atlanta, Ga.:

"The stylist keeps informed by constant study of fashion papers and periodicals, the store's foreign office reports, customers' demands. competitors of the store, world resorts and markets, and other available sources as to the style tendencies and present styles. She senses the relative importance of accepted styles. By these means, and by past experience, she decides which of the predicted style ten-dencies should be adopted by the store to be featured at the proper time and in the most telling man-

"This information she passes on to the merchandise office for the use of the buyers. She then sees that the suggestions adopted by the merchandise office and the buyers are finally presented to the customer at the correct moment and in the most effective way. The color, styles and fabrics to be stressed by the store in its plan to strengthen its reputation as a leading authority on fashions in the community are all determined by the merchandise manager buyers after consultation with the stylist in her capacity as style prophet. The advertising and display departments work with the stylist in promoting the ideas adopted by the merchandise office. The training department teaches their presentation to the customer through the salespeople. The stylist is constantly thinking in terms of the future development of the merchandise of the group with which she works. She watches the demand and sees that style merchandise is always ready to meet this demand and even to anticipate it."

Important to manufacturers because it illustrates the ensemble trend in retail merchandising, is the function of the stylist as coordinator of merchandise. Miss Eileen Comming, fashion advisor, Saks-Fifth Avenue, New York, illustrates this concretely: "With the growing importance of the en-

## Three Statements And a Summary...

### I Boston has more readers

standard-size evening papers than of standard-size morning papers.

### II For a number of reasons,

going evening newspaper coverage is preferable to home-leaving morning coverage.

III The Boston Evening American has 298,940 circulation — practically half (46%) of the total combined circulation of all Boston evening newspapers (A. B. C. Audit, 1928).

### SUMMARY:

Coverage of the Boston evening newspaper-reading families is impossible without the Boston Evening American.

# BOSTON

ONE OF THE TWENTY-EIGHT HEARST NEWSPAPERS READ BY MORE THAN 20,000,000 PEOPLE

E. M. BURKE AND ASSOCIATES, INC.

National Advertising Representatives

New York Boston Chicago Detroit

Member of International News Service and Universal Service Member of Audit Bureau of Circulations

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visor, York, With semble in fashion, it is no longer possible to keep from the right hand knowledge of what the left hand is doing. Isn't it essential that the glove buyer, the hosiery buyer and the shoe buyer should know if the coat department is planning to sell many gray coats so that they can be prepared with correct accessories? If sleeves are short, the jewelry department will take up the question of bracelets as a matter of course, the glove buyer will question the length of gloves, the hat buyer will begin to worry about the general silhouette."

It is the stylist who co-ordinates the merchandise of these related departments by seeing that buyers understand and agree upon fashion trends before the merchandise is bought from manufacturers. method by which this co-ordination is brought about was explained by the head stylist of Filene's, Boston. The style bureau studies fashion trends long before buyers visit the wholesale market. It prepares a complete, detailed report giving style predictions for the coming season and reasons for them. This is presented at a meeting of all department heads and stylists. It is discussed with great thoroughness; buyers and stylists thrash over the whole subject, bringing to bear their combined experience and judgments in regard to present and past trends. Finally, an agreement is reached between the style bureau and buyers as to just what colors, styles, lines and general trends, both in fashion and decoration, will be featured throughout the store during the coming season. This means that the store will present merchandise to the buying public that is co-ordinated and this co-ordination is the responsibility of the stylist.

It is important to point out here that stylists are not hired in stores to concentrate exclusively on wearing apparel. Their activities affect every line of merchandise in the department store, from kitchen stoves to evening wraps. There are stylists for infants' wear, stylists for piece goods, stylists for furniture, stylists for luggage. In

the average department store, stylists are usually hired to work on groups of departments. One stylist is generally attached to the women's apparel and accessories group, another to yard goods, and another to the home furnishings group. The style center of Lord & Taylor, one of the most successful of department store circles, is called the Bureau of Fashion and Decoration.

#### NOT A NEW DEVELOPMENT

It is well to understand, too, that this style work is not new to every department store. Some organizations, such as Lord & Taylor, Filene, Macy, have had stylists for years, but no one has heard much about them. Only within the last year or so, however, since retailing style in every line has entered the mass distribution stage, have department stores hired stylists to concentrate on all departments.

So far it would seem that the stylist has a logical place in department store organization. The questions that naturally arise are: Why all the vagueness? Why are so many store executives disclaiming both knowledge of and responsibility for the stylist? Why all the bitterness on the part of manufacturers against the stylist? Why the internal warfare raged against her by buyers?

The situation, briefly, is this: In the last year or so, there has sprung up an overwhelming demand among stores for stylists. Every store, no matter how small, has insisted upon having at least one stylist; some of the largest stores have as many as twenty-five.

The demand for stylists has exceeded the supply, and, as a matter of fact, from where was the supply of stylists to be drawn? As a stylist is supposed to possess artistic training and background in addition to a style sense, many of them have been recruited from art schools and academies. Some have been working in museums. Many have been chosen with no other qualifications for their work than the ability to wear clothes smartly. Actually, many young

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### LIBERTY holds our confidence and respect for what it delivers"

Joseph M. Kraus, Adv. Mgr., A. Stein & Co.

"Before the first issue of LIBERTY appeared, in fact before the publication had a name, we invested thousands of dollars in an advertising contract covering our first year's program in your weekly. We made that original investment on faith. Since then, each successive year, we found ample justification based on facts, to appreciably increase our LIBERTY advertising investment. And, barring the unforeseen, this policy will be continued.

"LIBERTY is a medium which, in our opinion, throbs editorially, from cover to cover, with the tempo of youth in its modern interpretation. That appeal finds a receptive audience for all the family - for the American family is a young family, dominated, supported, encouraged, enlivened and subsidized by the spirit of youth. And so LIBERTY is an ideal rendezvous for this American family and the manufacturer who senses that the modern manner has elevated itself in a crystallized demand for (and the ability to satisfy the want) merchandise that is right in vogue and right in quality.

"Men readers of LIBERTY are responding to our message on PARIS Garters and Suspenders — women readers have been quick to digest

our informative campaigns on Hickory Personal Necessities, Children's Hickory Garters and Hickory Elastic—and both men and women have been influenced by our holiday campaigns in which Christmas presents from Paris and Hickory (for the whole family) have been featured.

"LIBERTY has delivered a liberal excess of circulation right along; its makeupseems psychologically effective; its future program makes every advertising dollar invested in it do better than a dollar job—there is a definite cumulative value, constantly increasing, which must not be passed over lightly.

"We're in LIBERTY because we must buy all our advertising as we buy our raw products: the best quality at the best price. LIBERTY holds our confidence and respect for what it delivers. Since our products distinctly enjoy that confidence too—we both have a mutuality of interest, it seems to us, in maintaining that position. And, we believe, we will."

LIBERTY
CUARANTES
2.000.000
average net paid
direculation for the
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of 1929 and
guaranteres at least
1,750,000
everage as paid direculation for the
first
sits menths of 1929
No increase in
Advertising Rates

Liberty
A Workly for Everybody





	Rale	Circulation	Milline
NEWS ROTO	\$2,750. page	1,463,062	\$1.88
Morning NEWS	1.65	1,224,243	1.35
American	.50	209,995	2.38
Herald Trib.	.70	305,534	2.29
Times	.85	408,396	2.08
World	.65	336,146	1.93
Evening			
Journal	1.25	635,139	1.97
Post	.40	89,250	4.48
Sun	.65	283,435	2.29
Telegram	.45	235,578	1.91
World	.65	291,398	2.23

Rates: Rate Cards current December 1928 Circulation: Publishers' Statements, September 20, 1928



A full page of News Rotogravure (1,000 lines) costs less per milline than 1,000 lines black and white in any New York large size daily paper.



### THENEWS

New York's Picture Newspaper Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

### These 39 Concerns

are aggressive merchandisers. Their advertising and sales methods have won success. They all use pages or more in System every month. They investigated . . . they approved . . . they invested.

Acme Card System Company Addressograph Company American Business Builders American Multigraph Sales Company Art Metal Construction Company Bankers Box Company Berger Manufacturing Company Blackstone Institute Burroughs Adding Machine Company Chicago Hardware Company A. B. Dick Company Dictaphone Sales Corporation Diebold Safe & Lock Company Ditto, Inc. Thos. A. Edison, Inc. Elliott Addressing Machine Company Felt & Tarrant Manufacturing Company Fritz-Cross Company General Office Equipment Corporation Alexander Hamilton Institute Heyer Duplicator Company International Accounting Society Invincible Metal Furniture Company Irving-Pitt Manufacturing Company La Salle Extension University Marchant Calculating Machine Company Meilicke Systems, Inc. Milwaukee Chair Company Myrtle Desk Company National Cash Register Company Pelman Institute of America Remington-Rand Business Service, Inc. Shaw-Walker Company Stationers Loose Leaf Company Typographic Machines Company Wagemaker Company Walton School of Commerce Wilson Jones Company Yawman & Erbe Manufacturing Company

### SYSTIEM

Published by A. W. Shaw Division of McGraw-Hill Publishing Company, Inc.

Chicago

New York

women have been hired as stylists because they possess that intangible something called chic. It is assumed by those hiring them, no doubt, that they can transfer this chic to the store's merchandise. As conditions have actually developed, nothing can be farther from the truth.

Naturally these young, inexperienced women, with only, in some cases, a smattering of artistic knowledge, turned loose in a department store and given a free rein to suggest and to criticize, have not met with a particularly friendly reception on the part of shrewd, hard-boiled, experienced department store buyers who have worked for years to acquire their skill in judging salable merchan-From all indications, the stylists have not deserved anything better, although in fairness to them, the grievances are not against these young women personally, against managements that have given them too much authority.

One specialist points out: "The trouble is that many buyers are frankly scared of the stylist. They think a stylist is a fancy name for a special detective employed in following the buyers around the market to see if they do any grafting or waste any time. They think a stylist's duty is to find fault with all their buys and eventually criticize them out of their job as buyer. Part of the ill feeling, although much of its is fast disappearing, is due to the vagueness and indefiniteness of the stylist's job."

A recent editorial in the Dry Goods Economist attempts to answer the question of where the stylist has fallen down: "Chiefly in her inability to impress the management with the accuracy of her information and the correctness of her deductions, and in her failure to win the respect of the buyers and their real co-operation. There are some broad-minded department heads. There are many who see in every attempt to guide their own judgement an usurpation of prerogatives theirs by years of tradition. Not by any means are the buyers to be given the major share of the blame. They are fairly wise in their generation and they demand to be shown that the girl knows her stuff. They demand, too, a certain degree of consideration for their opinions and not infrequently, the stylist is superlatively lacking in tact and faculty for winning friendly regard. The essence of her job, she thinks, is to point out—and a too emphatic forefinger has proved its incapacity as a signpost on the road to style success."

#### AN INTERNAL WAR

It is no secret in the department store world that the stylist has started an internal war among buyers, merchandise managers, and other store executives. The leading retailing organizations recognizing this, are attempting to smooth out the situation. It is expected that the 1929 convention of the National Retail Dry Goods Association will devote no little attention to this problem.

All this, however, is not the main issue, because friction will be greatly reduced when it is clearly understood by stores and manufacturers just how far the limits of the stylist's authority extend.

The fact is that many manufacturers are confused about the stylist, and in some cases bitter against her, because they see orders affected by her influence. They are particularly resentful because they recognize that some stylists are merely "cute young things" without the slightest practical knowledge of merchandise and its marketing possibilities. A few veteran male department store buyers, instructed to go to market with a stylist, regard her presence as a huge joke.

Professor James L. Fri, head of the merchandise managers division of the National Retail Dry Goods Association, believes that one reason why the stylist's work has not been more clearly defined is that she is misnamed. Interesting proof of this lies in the fact that many stores in which she functions most successfully do not refer to her as a stylist. One calls her a coordinator, another fashion assistant, a third style adviser. In all, her duties are approximately the

The crux of the trouble, according to Professor Fri, lies in the fact that the stylist has been given entirely too much authority. The situation among stores and manufacturers can be straightened out only when the stylist is put in her proper place, the limits of her authority clearly defined, and when her relation to the buyer is defi-nitely established. When retailing nitely established. associations assist their member stores to straighten out the stylistbuyer difficulties, it will be found that the stylist will have absolutely no authority in buying or cancel-ing orders. She may influence the selection of goods before or during their purchase, but she will have no final authority. The buyer is still-and always will be-the buyer! A retailing authority points out that many buyers who blame cancellations or negative decisions on the stylist are "passing the buck.'

Proof of this is found in the functioning of the style bureau in a few stores that have been notably successful in this work. In retailing circles the Lord & Taylor Bureau of Fashion and Decoration

is pointed to as a model.

An official of Lord & Taylor interprets that store's policy in regard to buyers and stylists. says: "Our buyers make their own It is not imperative selections. that a fashion assistant accompany them in buying, although these assistants are always available and buyers usually request them. Usually there are more demands for fashion assistants to accompany buyers to market than we can meet. When a buyer selects merchandise, the bureau of fashion and decoration makes no attempt to criticize it. If it is felt that certain goods are not fashion-right, or not in accordance with principles of good taste, the sale is watched, and the suggestion made to the buyer that such-and-such is not selling well, perhaps, for this or that reason. We make these suggestions pleasantly and lightly; our fashion assistants have no authority to dictate the actual purchases of buyers,

but experience has shown the buyers that the opinions of the stylists are worth considering."

Lord & Taylor fashion assistants are instructed that in their direct contacts with manufacturers the correct attitude is one of working out buyers' ideas rather than their own, so the buyers in no way drop in the esteem of their resources.

The Lord & Taylor management has, in short, anticipated most of the possible conflicts, and tried to avoid them by clearly defining both to stylists and to buyers the exact limits of the former's authority. Moreover, this organization has consciously developed among its stylists the correct attitude they are to take with manufacturers, so there can be no uncertainty as to the authority of the buyer.

Here are a few concrete suggestions that may help to make the buyer-stylist situation a little easier for manufacturers to cope with:

1. Do not take sides and keep aloof from store politics. You will probably have the buyer tell her tale of woe about her difficulties with the stylist, and in turn, the stylist may confide her troubles in co-operating with the buyer. Lend a sympathetic ear to both sides, but express no opinion. You will probably get into trouble whichever one you side with.

2. In your contacts with the buyer, mention stylists as little as possible, and vice versa. It will not help your case to say: "Your stylist liked this," in showing goods to a buyer. Ten chances to one, that will be the very reason why the buyer may turn it down.

3. When stylist and buyer visit your showroom together, handle the combination with all the tact at your command. It is unquestionably difficult to sell to two people, especially when there is no clear understanding as to whose word is more important. In your sales talk and conversation, pay as much attention to one as to the other. Remember that if you concentrate on the buyer the stylist may feel neglected, and vice versa.

It is a good idea, however, to size up buyer-stylist combinations

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Packer success is based entirely on one thing—intelligent, conscientious, outdoor service to the advertiser. Service in the form of commanding locations, panels of the finest construction, quick action, continuous checking. Service that makes outdoor advertising pay the advertiser.

PACKER ADVERTISING CORP.
Cleveland, Ohio

Hotelson

President

### PACKER

THE LARGEST EXCLUSIVE OUTDOOR OPERATING COMPANY IN THE WORLD



quickly to determine, if possible, just how far the stylist is likely to go in influencing the selection of merchandise and how seriously the buyer takes her opinions.

4. Take the stylist's criticisms in good part. It may demand some self-control to keep from arguing with a young, inexperienced stylist criticizing your line, especially when you know she is wrong, but unpleasantness will not help the situation.

5. It is neither important, necessary, nor desirable to include the stylists on your mailing lists to receive announcements and sales promotion material. Moreover, the buyer is likely to resent it if you appear to be concentrating any selling effort on a stylist.

6. Instruct your traveling salesmen as to the necessity of diplomatic handling of buyer-stylist combinations. There is likely to be as much friction in the store as

in your showroom.

7. Heed the comments made by the stylist in regard to your merchandise. Although many of her criticisms may be unfair, you will frequently receive skilled and intelligent comments about your line from these young women whose job it is to "smell" style trends.

8. Encourage these stylists present new ideas and suggestions regarding new kinds of merchandise or different uses for your product. Progressive stores urge their stylists to develop new ideas and designs in merchandise. An example of this has been cited in the case of a department store that sold a large quantity of coffee tables with tops made of a special composition floor tile. The furniture stylist had originated this tile top table quite by accident. On her own coffee table at home, she happened to lay a few of the tiles she had picked up in her store's floor covering section. Scattering them on the table, it occurred to her that these would make an at-tractive top. The idea was presented to a manufacturer, with a result that 400 of these tables were sold by that store during one sea-

An experienced retailing author-

ity compares the advent of the stylist to the introduction of the store merchandise manager years ago. His presence, too, was resented, misunderstood and rebelled against, but today the merchandise manager is one of the most important executives in department store organization.

The stylist is still in her early stages. It is quite likely that when she grows up her work will be valuable to stores and equally important to manufacturers.

### L. D. Thornton to Direct Rotoprint Grayure Sales

The Rotoprint Gravure Company, Inc., Jamaica, N. Y., has created the position of general sales manager, to which Lawrence D. Thornton has been appointed. The sales management of this company has been heretofore directed by a committee. The Rotoprint company is associated with the Edward Langer Printing Company and is a subsidiary of the W. F. Hall Printing Company, Chicago.

### National Chain Store Association Elects Secretary

At a meeting of the executive committee of the National Chain Store Association held recently at New York, Robert W. Lyons was elected secretary. He is now in charge of the association's headquarters at New York. He succeeds Godfrey M. Lebhar, editor of Chain Store Age, who has been handling the affairs of the association until a permanent secretary could be selected.

### Appoint E. Katz Special Agency

The Spartanburg, S. C., Herald and Journal have appointed the E. Katz Special Advertising 'Agency, publishers' representative, as their national advertising representative. This appointment is effective the first of the year.

### New Account for Conner Agency

Jonas Brothers, Denver, Colo., taxidermists and furriers, have placed their advertising account with the Conner Advertising Agency, Inc., of that city. Class magazines and outdoor advertising will be used.

### Joins Ball & Davidson

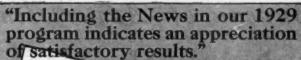
Philip Gray, formerly advertising manager of the Broadmoor Hotel and, later, with the Dern Coffee Company, both of Colorado Springs, Cole, has joined Ball & Davidson, Denver, advertising.

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-Val Blats Breeding Co.

Val Plate Perwing Company

Pisometa Rows, Publisher, Rilmuko, Ristomata, Dear Sir.

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TASTIC

The Val Blatz Brewing Company, a Milwaukee firm, known all over the country, here express their opinion of Wisconsin News advertising, formed after a period of many years of consistent use.

To use their own words, they "deem it essential for proper coverage of the Milwaukee market."

One of the twenty-eight Hearst Newspapers read by more than twenty sellion people

WISCONSIN NEWS

Hunbert International Street Service, Colorseal Service, Associated Press, Analy Service of Countries.

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# Bureau of Advertising, STANDARD MARKET S

# Clevelan

now ready for

THE most practical and comprehensive picture of the Cleveland Market ever presented—modelled after the Standard Market Survey recommended by the Bureau of Advertising, A.N.P.A.—is now ready for distribution.

The Cleveland Press, in conjunction with the Cleveland Chamber of Commerce, has compiled and now presents in brief, compact form a complete picture of the city's possibilities for the sale of advertised products.

The facts are authentic, the statistics are upto-date, the presentation is unbiased, reliable. Copies are free to all interested business institutions, but the supply is limited.

Write, today, to the National Advertising Department, The Press, East 9th and Rockwell, Cleveland, Ohio.

# The Cleveland

Detroit - Atlanta San Francisco NATIONAL ADVE

FIRST ADVERTISIN

### A. N. P. A.

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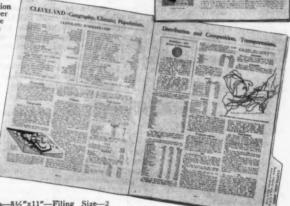
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distribution



Transportation
Buying Power
Retail Trade
Population
Topography
Geography
Industry
Welfare
Market



Eight pages—3½"x11"—Filing Size—2 colors—for permanent reference—maps—charts—complete data tables on population and buying power—sectional and total—most recent tabulation of wholesale and retail outlets—detailed population breakdown—accurate market analysis—most complete picture of Cleveland's sales possibilities ever assembled.

# Press

York C

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TISING DEPARTMENT

First in Cleveland

Philadelphia Los Angeles

00 N. Michigan Blvd., Chicago SCRIPPS

BUY IN CLEVELAND

### Who Are the Master Farmers?

An Interesting Movement Started by Farm Papers Which Has Important Merchandising Possibilities

THE CONOVER-MOONEY COMPANY

CHICAGO

Editor of PRINTERS' INK:
Senator Capper, in his very illuminating article on the forthcoming farm relief program which appears in your issue of December 6, refers to a so-called issue of December 6, refers to a so-called Master Farmer dinner which was given recently by one of his farm papers. Just what is this Master Farmer movement? I know about it in a general way, of course; but should like to know something of its history and also get your idea of its merchandising significance.

R. J. MOONEY. President.

THE purpose of the pro-HE purpose of the Master mote proficiency in farming and elevate the already high standard of citizenship existing in the farm It was inaugurated, community. according to our understanding, by the Prairie Farmer, and the first dinner at which Master Farmers were honored was given by that paper at Chicago four years ago. Since that time the idea has

been taken up by other farm publications and developed to an extent that it now is rather generally used and is recognized as being something of an important institution.

Here is the way it operates: A farm paper invites its readers to indicate the names of farmers in their communities whom they regard as outstandingly successful and who they think are entitled to distinction and recognition as leading citizens in all that the word implies. Then, during the ensuing year, the paper makes a careful investigation of the nominees and gathers a voluminous lot of data concerning them. These data are submitted to some judges who make a careful analysis with the object of picking out a limited number of farmers who stand the highest. In other words, they choose the real

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	MASTER FARMER SCORE	CARD	Possible	Candidate'
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		Points	285	Score
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	2. Farming Methods			
	3. Man, Horse and Machine Labor	0.00		
	4. Crop Yields			
	5. Livestock Management			
	6. Tools, Machinery and Equipment			
	7. Field Arrangement	20		
	8. Farmstead Arrangement	20	005	
В.	BUSINESS METHODS		285	
	1. Accumulative Ability			
	2. Accounting Methods	50		
	3. Safety Financial Practices	100		
	4. Marketing Practices and Production Programs			
2	GENERAL FARM APPEARANCE AND UPKER		90	
	1. Upkeep of Buildings			
	2. Condition of Fields	25		
	3. Fences, Ditches and Roads	20		
	4. Lots and Yards	10		
	5. Lawn	10		
).	HOME LIFE		325	
	1. Convenient House			
	2. Labor-Saving Equipment in the Home	75		
	3. Character as Husband and Father	100		*******
	4. Education and Training of Children	100		
2	PUBLIC SPIRITEDNESS		260	
-	1. Neighborliness	50		
	2. Interest in Schools and Churches	60		
	3. Interest in Other Community Enterprises			
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master farmers from the list, and the term "master farmer" of course is self-explanatory.

The farmers thus chosen are notified of the committee's action and are invited to attend a dinner as the paper's guest. The dinner usually is a community affair, being attended by a representative group of business and professional men. There is a program of speech-making and the newly chosen master farmers are given medals and certificates which indicate their rank.

As preparation for the Master Farmer dinner about which Senator Capper speaks in his article, his paper had to investigate approximately 300 candidates. A member of the editorial staff traveled nearly 15,000 miles during the year, visiting each candidate personally and causing him to fill out an elaborate "work sheet" giving all manner of details about himself and his business. The completeness with which the survey is made may be judged from the fact that this work sheet is a pamphlet of twenty pages. When the blanks are properly filled in the pamphlet is really a book telling all about the farmer.

As each individual investigation is completed, the data are boiled down and assembled on a single sheet known as a Score Card. A list of the points covered by this

card is given on the opposite page. The score cards are then submitted to the committee of judges and the selections made. Strips of paper are pasted over the names so that the judges will not know whom they are considering. In the case of which Senator Capper writes, the committee quickly winnowed out the list until fifty-six candidates remained. At this point close analysis had to be made, with the result that the list was worked down to twenty or so. One of the judges was particularly insistent upon master farmers having landscaped lawns around their residences and this requirement eliminated several. Others were dropped out because they could not show enough public and community service, such as serving on the district school board. Others were voted down because, although well fixed financially, they did not send their children to college. Public service, general home life, character and modernly equipped and furnished homes counted (as will be seen from the score card) for more than financial standing and success on the physical end of farming.

Ten farmers out of the entire list were found to meet all the exacting requirements; whereupon they were adjudged master farmers and the dinner in their honor was given. Among the guests on that occasion were the Governor of the State, several justices of the State Supreme Court, the chancellor of the State University and other leading citizens. The master farmers were really highly honored and they appreciated the occasion at its true value.

The merchandising angle, about which Mr. Mooney inquires, is

The distinction of being named a master farmer is something which is eagerly sought, even though the movement is young. Wide publicity is given to the requirements, with the result that farmers in general strive to measure up to them. This naturally increases their efficiency and, by the same token, adds to their buying nower.

"The Master Farmer Movement," Governor Ben S. Paulen of Kansas said recently to one of our staff writers, "is one of the most profoundly significant movements ever undertaken to encourage the farmer to make the very most out of his opportunities. As such, it challenges the attention of everybody who has anything to sell to the farm market."—[Ed. PRINTERS' INK.

#### C. C. Fredericks with Pierce Petroleum Corporation

Charles C. Fredericks, formerly president of the St. Louis Pump Company, has been appointed director of sales, with headquarters at St. Louis, of the Pierce Petroleum Corporation. W. G. O'Fallon, H. S. Turner, C. L. Ackert and J. R. Arrington have been made assistant directors of sales.

## Market Routes an



Before the time of improved roads, and before farm owned trucks became common, farmers confined the marketing of grain and livestock to their nearest small town.

TODAY, farmers think nothing of driving their trucks 20 or 30 miles to large livestock centers.

Advertisers will find that the farmers in the thirteen North Central Heart States are the ones who are going to cities on business. They own nearly half of all the farm trucks. They produce more than half the grain and livestock in the United States.

The network of improved roads in this area is an important factor to the present success of marketing farm products. Also over these same highways farm families are driving their automobiles every day throughout the year, to cities recognized as shopping centers.

## Successfu

Published es M

MORE THAN 0

Branch Offices: NEW YORK CITY . . . CHICAGO . . . ST. LO

to

## **Shopping Routes**

Last year, 8,300,000 head of livestock were delivered by trucks to 18 livestock centers. Delivering livestock by trucks is increasing at the rate of 1,500,000 head annually.



TODAY, merchants are alert to the fact that farm families throughout the Middle West are more cityminded than the average family whose occupation obliges them to live and trade in small towns.

The principal wealth producing industry of the Central West is farming. Consequently, a large share of your 1929 selling program for this section should be directed to winning the favor of farm families.

When you select Successful Farming to carry your advertising you have chosen the favorite magazine among farmers in the 13 North Central Heart States. In this rich agricultural section more farm families subscribe for Successful Farming than for any other farm magazine. Further evidence of interest and confidence in Successful Farming is indicated by subscription renewals. It has a higher percentage of renewed subscriptions than any other general farm magazine.

## Farming

es Moines, Iowa

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T. LO

ILLION CIRCULATION

KANSAS CITY . . . MINNEAPOLIS . . . SAN FRANCISCO

#### How Round Oak Salesmen Use Their Seven Angle Chart

It Has Done Much to Help Salesmen Combat Price Competition

As told to Charles G. Muller

By E. G. Weir

Sales Manager, The Beckwith Company

IN 1870, Mr. Beckwith invented a stove to heat his grain drill foundry. The Michigan Central Railroad Company, learning of the invention, advanced money for materials and labor to make fifty similar stoves for its stations. Since then The Beckwith Company has been manufacturing quality heat-

competition will prove to be imaginary. To enable our men, then, to have confidence in their product as a result of knowing the line and proposition better than any dealer whose business they are soliciting we have worked out what we call a seven-angle chart, with an accompanying presentation which I

The trade-marked article or line, of quality and patented advantages, certainly justifies Dealer Profits, develope Dealer D

THIS IS THE SEVEN-ANGLE CHART WHICH ROUND OAK SALESMEN USE TO OVERCOME.
THE PRICE ARGUMENT AND PRESENT THEIR CONSUMER ACCEPTANCE STORY

ing stoves, ranges and furnaces—and merchandising them on a quality basis. One of the problems consequent on this policy has been to train salesmen most effectively to sell against price competition.

In employing new people, as is necessary with the rapid growth of the business, we first of all ask for loyalty, intelligent hard work and clean living, for we feel that a salesman who keeps in healthy mental as well as physical condition best can whip competition—on the principle that if he presents his Round Oak proposition with conviction and force, most of the

believe can be 'applied to many other quality lines.

We put the presentation—which will bring out the chart in proper time—before the salesman in this way:

1. Predetermine before making the town or city, from Dun or Bradstreet, every listed available dealer and his rating—particularly credit responsibility.

2. Look over the place of business of the "best bets" for signs of aggressiveness—appearance of store, windows, floor display, caliber of employees, etc.

3. Visit the newspaper man and ask him: (a) Who is livest? (b)

Who does the most business in his line? (c) How much advertising is done? (d) Get a line on the personalities of the first and sec-

ond best bets.

4. Take the first bet-select the clerk who looks as if he would "know," and find out about lines handled—some idea of volume— do they canvass?—what he thinks of the boss. Find out all you can about the boss. Is he married? How many children? How old is the boss? Whom does he "advise with" in buying? Does he mean "no"-etc.?

This done, we outline the steps that salesmen should take in a suppositious city of 15,000, with a representative retailer. We tell our men that-after the foregoing has all been done right—their approach

should be:

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and (b)

Mr. my name is Weir. (A hearty handshake—or none—according to your judgment of the man.)
The reason for my making a special trip to your city was exclusively to counsel your personal judgment. More than 5,000 dealers like yourself have expressed theirs and in practice found plenty to evidence that their judgment was sound—as I have reason to know yours would be. yours would be.

yours would be.

I suspect your chief business problem
is to make a satisfactory profit on your
invested capital, your time and efforts.

If you, the "Boss," could wait on
EVERY CUSTOMER—you know few
would escape—but insamuch as that is
impossible—you as the boss select merchandise that will net you a profit and
that the salesman can sell readily and
that stays sold.

at stays sold. Without doubt, Without doubt, the judgment exercised in the selection of merchandise determines volume and profits more

determines volume and pronts more than any other factor. Suppose you had exclusive sale of the proved best in every line of merchan-dise you handle—how could competi-tion survive? The manufacturer, as well as the dealer, must offer the public something that appeals as well as

serves. Right here is where your judgment is of value to me. Consider this (
— photo of the specialty. Your inquiry prior to contact tells you what would interest him most) specialty. (Then elaborate on its advantages in terms of sales proprupity—consumer. terms of sales opportunity—consumer satisfaction, etc.) And it is but one of several that would enable you as the aggressive merchant to dominate your territory.

your territory.

Before showing you the others which have equal merchandising advantages.

I feel you are entitled to see—(not hear) why the Round Oak Folks do serve best. (Lay 7-angle chart before the dealer, pointing with pencil to headings.

headings.)

This chart is reproduced here and on it the rest of the presentation hangs. It is about 3 by 2½ feet in size, on heavy white paper and bordered with a yellow band.

With this comprehensive chart before him to follow as the salesman makes his presentation, the dealer hears the kound Oak salesman expand the points in this way:

Suppose any manufacturer produced for you the hnest product on the mar-ket—gave you the most effective sales producing advertising and sales co-operproducing advertising and sales co-operation—presume the reputation with dealers was supreme—the public familiar with and tavorably impressed with the trade name—and that manufacturer was constantly alert, each year producing better products—WHAT GOOD WOULD IT DO YOU TO START WITH HIS LINE IF HE WOULD NOT BE IN BUSINESS FOUR YEARS FROM NOW TO JUSTIFY YOUR STARTING?

The first evidence of Round Oak capacity to serve now—and later—is discovered in a thoughtful analysis of this division "CONTINUITY OF PRODUCTION."

Try this experiment—let's divide

Try this experiment—let's divide each of these seven divisions into two columns, and after reviewing give Round Oaks as many points as you can—and any other one manufacturer as many points as you can—and any other one manufacturer as many points as you can—and so the columns of the columns of the columns. Have the salesmen for other manufacturers proved to YOUR satisfaction that their firm would be in business 10 years from now, to supply you with the product YOU had built up a trade on? Have they satisfied you they would be there to stand back of their merchandise—AT THAT TIME! Is there any other question so important to you as the certainty of the continuity of production factor?

Notice—the fact that the Round Oak Folks have been in business 58 years simply means fair dealings—a good product—dealer and consumer satisfaction—and the evidence of sound poli-

riom—and the evidence of sound poli-cies and good business judgment. Their responsibilities of more than four million dollars mean to you buy-

ing position power.

reputation means

familiarity and acceptance.

Patents mean merchandising edge.

Favorable attitude of employees means absence from labor troubles—therefore capacity to supply merchandise continuously. tinuously.

tinuously.

BUT personnel of management with
the Round Oak Folks means:
Men who have their own resources
invested in the business.
Men who have had dealer contact
and know his problems.
Men who are governed by fundsmental policies that have made good
over 58 years,
AND

AND They are young men, inspired with responsibilities and opportunity to serve straight thinking dealers.

They are men who are and will em-

ploy all the foregoing assets to safe-

#### COMMON INDUSTRIAL MARKETIN

### Affinities— Xmas and Budgets

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#### McGRAW-HILIP

New York

Chicago

Cleveland

St. Lou Phi

#### TINAND ADVERTISING PROBLEMS

No. 41 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

long t that publisher basis problems of manufacturery, familiar and shortered of the fact Our budgetting this year attempt to sutinpet the glowing dem business and our Puliness during the next four yeare. Our schresting apprepriation they been scaled up so He hope for yourselves that you we cliente can say But regardless of thatmerry X new - and may your hew years exceed the prosperity that you have budgetted.

#### LIPUBLICATIONS

. Lou Philadelphia

San Francisco

London

guard the best interests of you—the dealer, and thereby continue to serve and be responsible for appliance service rendered for 58 years more.

That's the evidence of the certainty of the Round Oak Folks being in business 10—20—50 years from now to make good on the sales opportunity and promises made you today.

How many points under Round Oak

How many points under Round Oak n I put down?

How many for any ONE other manufacturer?

Because the other fellow has never presented his evidence, our salesman wins at this stage, and having established the edge, presses on. He then considers division two of the chart and goes on then to the other five angles, letting the dealer list his points as the talk goes on. When the last angle has been gone over, the salesman finishes off along the following

Let's add up YOUR OWN JUDG-MENT of the value of ALL the fac-tors that constitute an exclusive agency arrangement. (Salesman and dealer add.) You will observe that your own good judgment gives Round Oaks (so many) points and the other (so many)-

That is the purpose of this visit—
TO CONSULT YOUR JUDGMENT!
and your straight thinking, findings,
ARE TRUE NEXT WEEK—NEXT
YEAR—and EVERY YEAR!

With this, our salesmen read the headings at top and bottom of the seven-angle chart - pointing them out to the dealer. They then cover their various specialty items and press for sale. The sale made, they review their application to the dealer in terms of their help in training his salesmen, and other cooperation.

What I have given is, certainly, only a quick summary of the principle upon which our men are taught to make their presentation of quality merchandise. But it aids them in combining all the factors of the chart in a logical and forceful presentation which actually is told the dealer in the salesman's own words.

This suggested presentation, with the assistance of the graphic sevenangle chart, has done much to help us get over the quality story against price competition both in the approach to a new dealer and the revival of an old one.

#### Chicago Newspaper Representatives Elect Stockwell

The Newspaper Representatives Association of Chicago, at its annual meeting last week, elected W. H.



Stockwell president for the com-ing year. P. L. Henriquez, of the St. Louis Postelected vice-presi-

dent.
The new secretary is Berry
Stevens, of Howland and Howland. H. E.
Scheerer, of
Scheerer, Inc., is
treasurer. The directors are Fred

directors are Fred
F. Parsons, of
the Ford-Parsons
w. H. STOCKWELL Company, who, as
retiring president,
Noee, of Cone, Rothenburg & Noee,
Inc., two year term, and Fred E. Crawford, New York Evening Journal, one
year term.

#### I. G. Osborn Joins Erwin, Wasev

Innis G. Osborn, formerly publicity manager of the Southern New England Telephone Company, has joined the radio broadcasting staff of Erwin, Wasey & Company, New York, advertising

agency.
Lysbeth Gates, recently with Bloomingdale's, New York, also has joined the radio department of Erwin, Wasey.

#### Huber Hoge, Canada, Reorganizes

J. Moreland Bowman, formerly vice-president of Huber Hoge, Canada, Toronto, has taken over the control of that company, and has reorganized it under the name of Bowman, Hoge, Ltd. Mr. Hoge, formerly president of Huber Hoge, Canada, becomes vicepresident of the new company,

#### Campaign to Start on Beauty Preparations

Newspapers and magazines will be used in a campaign which is being planned to advertise the cosmetics and beauty preparations of R. Louis, Inc., New York. The campaign is to start in January and will be directed by The Paul Cornell Company, Inc., New York advertising agency. advertising agency.

#### Oriental Rug Account to Hicks Agency

William N. Hakim, New York, importer of oriental rugs, has placed his advertising account with the Hicks Advertising Agency, Inc., also of New

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"It's a Gift"/
-IT'S MORE THAN THAT



THE WAY you can reproduce merchandise in Artgravure is nothing short of a gift," said a customer. We feel differently. We believe the superiority of Artgravure lies in

- -Long Experience
- -Painstaking Care in Every Operation
- -Thorough Planning of Every Job
- -Creative and Productive Ability
- -Producing Distinctive Direct Mail Piece
- —Quality With the Utmost Fidelity of Tone and Detail
- -Prompt Delivery, Not Usually, But Always



### ART GRAVURE

General Office: 406 West 31st Street, New York

Telephone: Chickering 8655

**NEW YORK** 

BOSTON

**CHICAGO** 

PHILADELPHIA

CLEVELAND

The good will you are building for your product can be en hanced with the use of rotogravure as expressed by Artgravure gift," in your catalogs, folders and package inserts. The shortest route to a woman's shopping list is by way of the most es in: attractive advertising literature you can devise—Artgravure.

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### CORPORATION

DESIGNERS and PRINTERS
of ROTOGRAVURE ADVERTISING

## Do you know.....

That Artgravure is a most versatile medium, adaptable to any size layout, from a tiny package insert to a 1,000-page catalog?

That Artgravure is the highest-quality rotogravure, advantageous for short runs because of its facility for beautiful reproduction?

That Artgravure can be printed in brown, green, red, black, maroon, gray or any special color?

That Artgravure prints equally well on highly-coated paper and newsprint, reproducing a 150-halftone screen faithfully, as well as copy in any medium, from line to oil painting?

Layouts and estimates gladly furnished without obligation.

Free descriptive booklet sent on request.

#### ART GRAVURE CORPORATION

DESIGNERS AND PRINTERS OF ROTOGRAVURE ADVERTISING
NEW YORK BOSTON PHILADELPHIA CHICAGO CLEVELAND

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#### The Partnership Between Research and Advertising

Research Is What It Is Today Because of the Great Market Development Job Done by Advertising

#### By Malcolm Muir

President, McGraw-Hill Publishing Company

BUSINESS has come again to that point which it reaches at the end of each year, the moment when its leaders look back at the twelve months reaching their close and form, from the experience of all of us, a picture of progress made. At this time of year, too, some of us venture, perhaps with not any too great a confidence in our own powers as prophets and forecasters, a prediction as to what the next twelve months will bring.

It does not take any great amount of study or looking back to know that 1928 has been a good year. All along the line, I think, there has been progress. With two or three exceptions our important industries have shown substantial gains. The country passed through the period of a national election without showing signs of that slowing up which in other days has made the so-called "presidential year" a gloomy period for business in general. In 1928, I think, we definitely laid aside this bugaboo for good and all. The tradition of American American prosperity continues without interruption.

Now, let me suggest that we think a minute about this subject of American prosperity. Just what is it? How has it come about and what are the contributing factors? Here our country stands, ten years after the greatest war in its history, again more than normally comfortable in the matter of cash on hand and in resources, both in those yet to be taken from the ground and developed and in products already in production or ready for the markets of the world.

Something more than accident has created that great national wealth which the world calls Amer-

Something more ican prosperity. than mere wishing for riches has made the decade since the armistice of 1918 so fruitful for us in terms of re-created industrial wealth and supremacy. What has done it? Well, I believe one of the greatest single contributing factors has been the partnership be-tween research and advertising. In speaking of advertising here, I consider it an all-important and vital factor of sales.

From the days of the founders, America has been rich in a genius for invention, exploration and discovery. Our national spirit is and always has been one of adventure, of stepping bravely across uncertain frontiers to see what lies be-yond them. This spirit has been shown repeatedly in the field of geographical exploration. It has been shown with just as much initiative, courage and fortitude in the field of scientific research.

WHERE DOES THE INVENTOR STAND?

Where does the inventor stand today with respect to the incentive and the opportunities presented to him? He stands in a position of great advantage. The old days of poverty and lack of recognition for poverty and lack of recognition for the explorer and the discoverer in the fields of science and industry have gone. The old uncertainties of reward, the old-time doubts whether the results of the in-ventor's toil would have the ad-vantage of production within his life-time have departed.

Research today is a field which meets with every encouragement. The discoverer of a new product has the dual incentive of quick production and adequate reward. Watching with him while he works: and encouraging him in every step. forward he takes is his great ally-

advertising.

An address made before the Business Paper Group of the New York Adver-tising Club on December 13, 1928.

At first thought, of course, the scientist in his laboratory and the advertising man may seem to be very far from actual partnership in the promotion of our national prosperity. But, so it seems, only on first thought. If we think the point through, we find that the partnership is an actual fact.

Prosperity comes through mass production of goods sold at a profit. Now we see the partnership clearly. The research scientist in his laboratory finds a product which is salable, which will go into the markets of the world and make a name for itself. But the full value of the research work does not come until the product is actually on the market. Even then, the job isn't all done. The product must be sold. And that is where advertising comes in.

As I see it, research is encouraged, spurred on by the knowledge that the lag between discovery in the laboratory and actual sale of the product to those who need it will be reduced to a minimum. And I believe the lapse of time between those two important steps is governed in large measure by the closeness of contact and the spirit of teamwork and co-operation between research and advertising.

#### THERE ARE MANY EXAMPLES

Our American industrial history is rich in dramatic instances of this partnership. Radio comes to mind. How quickly, indeed, did the laboratory tell its great story to advertising and how speedily did advertising break the news to the world. Radio would not be the great industry and institution it is had there not been that close liaison and spirit of understanding between the inventor and the advertising man.

I would say here that the greatest benefit comes to discoverer, seller and consumer alike when advertising has the closest possible kind of news contact with, a leased wire, we might say, to the research laboratory. When this happens, advertising is kept informed, knows what is going on and can plan adequately for the moment when demand for the new product must be detonated. It is prepared for

the zero hour when production is accomplished and the article to be sold is ready for the selling.

You all may call to mind as readily as I can other outstanding instances of the brilliant results coming from this partnership. The motor car, product of American industrial and advertising genius, is one example. In the field of the process industries, rayon comes to mind. It is known the world over through that forehanded closeness of contact between the laboratory and advertising. Then, remember the new frosted electric lamps, which have come into general use in so short a time, replacing an older type which in its turn had into almost universal use come overnight, through supported by research. advertising

Let us look at the list for a few more instances of what we have in International telephony is mind. an accomplished fact. It was literally a matter of minutes between the time when the research men, some of them in that lonely advance post under the Eiffel Tower in Paris, found that it was possible to talk across the great trans-Atlantic span and the time when advertising, informed of the fact, let the world know about it. Now you may go to a phone and quite casually call up London and other distant world centers. Here are concrete examples of what know-the fact that modern advertising, working as a partner of research, has reduced to a matter almost of minutes the distribution of commodities which in other days would have taken years. This is true, too, of those many luxuries which everyone may have to-Take cosmetics. The vast creation of new wealth within that industry is due to a thorough knowledge by advertising of the discoveries made in the laboratory.

In that field of manufacture which concerns itself with the making of equipment and other products used within industry, we find, as every one of you knows, examples on every hand of definite progress due to co-operation between research and advertising and sales. We not only find research

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THE managing board of the biggest business in the world—the U. S. Government—is in session, making busy Washington still busier.

There's no market in the country comparable to the Washington Market. Compact, with upwards of 800,000 people within a radius of 25 miles to whom the National Capital is the "Big City"; and for whom it is the center of supply.

It's a Market easy to cover—for the Star—Evening and Sunday—going regularly into the homes, in and out of town, by carrier service—will take your message directly to these people with the means to buy the luxuries and commodities.

Send to our Statistical Department for any information, you may want concerning this Market.

## The Evening Star.

With Sunday Morning Edition WASHINGTON, D. C.

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New York Office: Dan A. Carroll 110 E. 42nd Street Chicago Office: J. E. Lutz Tower Building

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## THE WOMEN OF OUR TIMES

T has been estimated, very conservatively, that the women of Buffalo spend upward of \$60,000,000 annually for clothing alone. How much more they spend for toilet preparations, food products. home furnishings, etc., can only vaguely be estimated probably five times this amount. (I, More than 80% of the sales of advertised products are made by women -not including the sales influenced by women. (L. There is no better evidence of the power of "The Women of Our Times" than the recent election . . . and there is no better way of reaching them than through

#### THE BUFFALO TIMES

EVENING — 122,014 SUNDAY — 154,710

Buffalo's Fastest Growing Newspaper

, 1928

working to develop new products which will be of service to industry but we find it constantly busy helping in the solution of problems affecting advertising and sales. How many times has the selling division of a business referred to the laboratory some knotty problem the solution of which will expedite distribution of a certain product?

In one great manufactory of glass, the research and sales departments shared an equally absorbing interest in the discovery of standard and reliable colors for railway lamps. One industrial executive tells how, more than once, research studies prompted by inquiries from customers or the advertising and sales departments have led not only to solution of the immediate problems involved, but to discovery of new products.

#### CO-OPERATION AND TEAMWORK THE KEYNOTES

In these situations co-operation and teamwork have been the keynotes. The men on the front line of sales—the advertising men and the selling force—have discovered certain barriers, perhaps, to their further advance with a certain product. They promptly have called on the laboratory for help. Research has stepped in and done its job. Then sales have moved ahead again.

Another way in which industry derives direct benefit from a closeness of relationship between advertising and research may be seen by anyone who takes the time to study the advertising pages of the modern American business paper as we know it today. Here we have in constant display the latest developments, the newest tools for industry to use. Study those advertisements closely and one predominating fact strikes home. They stress performance facts about the equipment products which are advertised. Advertising has learned these facts through its contacts with research—with the men who developed these industrial necessities-and is telling them in a constantly interesting flow of information.

In its true relation both to manufacturer and consumer today, advertising is news. It tells, in the case of equipment products, the facts which the manufacturer wants to know. It gives immediately upon their development the news of the latest inventions, the latest improvements in equipment which industry must know about in order to keep abreast of the times and to avoid falling into the category of equipment obsolescence.

It is in the last twenty-five years, I would say, that advertising has done its biggest job for invention and research. The progress in this period has been rapid, gaining additional momentum each year. In those comparatively few recent years in which we have seen industry's problem swing sharply from one primarily of production to one in which the vital importance of sales is stressed, the progress of advertising as a moving force in our national prosperity has come with a great rush. day it is a mighty sales machine. a great propelling force for industry in its movement forward to the new objectives and the larger markets.

In its relation to organized research as we know it today, we can say, I think, that advertising in large measure actually is responsible for the giant scale in which research may be carried on. For advertising and sales have ferreted out the markets and have developed them to such proportions that research by necessity has become the great and wide field that it is today. Great industrial institutions are enabled to maintain research laboratories in which keen young men, moved by that dual incentive of adequate reward and rapid production and marketing of their discoveries and inventions, are working night and day for the good and in the service of all of

Recognition of this great partnership which has contributed so tremendously to our national wealth and well-being makes plain the fact that a great responsibility is placed on advertising. Belief and trust in advertising are essential. if the messages it carries are to be read and are to help those to whom the messages are addressed. Therefore, there must be faith in advertising and it must be-as we know it is-worthy of the faith.

Let me give you this thought in closing. All of this places a great responsibility on the publisher and on the advertising man. And it places a heavy responsibility, too, on the whole business press, for it is the first to tell, in its editorial and advertising pages, of the work the inventor is doing.

#### New Advertising Business at Pittsburgh

Pittsburgh
Miller-Roth, Inc., Pittsburgh, dental publisher, has organized a dental advertising service at that city. The organizers are I. F. Miller, who is also president of the I. F. Miller Dental Laboratories, Inc., Pittsburgh, with divisions in other cities, and George L. Roth, who for several years has been advertising manager and has had charge of the technical department of The J. M. Ney Company, Hartford, Conn. Mr. Roth has resigned from the J. M. Ney company, which has placed its advertising account with Miller-Roth, Inc. H. D. Justi & Son, Philadelphia, and the Dental Products Company, Chicago, have also placed their advertising accounts with Miller-Roth.

#### "The Beautician" Appoints

J. J. McNevin
John J. McNevin, formerly with
Beoutly Culture, New York, has been
appointed general manager of The
Beouticion, also of New York. He was,
at one time, with the Dorland Advertising Agency, Inc., New York.

#### Warehouse Account to Albert

Frank Agency
Crooks Terminal Warehouse, Chicago, has appointed Albert Frank & Company, advertising agency of that city, to direct its advertising account. Newspapers and business papers will be used.

#### Soap Account to Cincinnati

Agency The Hunnewell Soap Company, Cincinnati, has appointed The Keelor & Stites Advertising Company, of that city, to direct its advertising account. Newspapers will be used.

#### G. D. Wever Transferred by

F. J. Ross Agency
George D. Wever, previously with the
San Francisco office of the F. J. Ross
Company, Inc., advertising agency, has
been transferred to the New York office.

#### B. J. Williams Resumes Work with Paraffine Companies

B. J. Williams, who has been away on a ten-month leave of absence because of illness, has again become ative as director of sales of The Paraffine Companies, Inc., San Francisco. In tive as director of sales of The Parafine Companies, Inc., San Francisco. In announcing this return to duty, R. S. Shainwald, president and general manager, states that, under readjustments that have been made in the sales end of the business, Mr. Williams will have supervision of sales and will act as sales counsellor to the Pabco Products Division and to other companies owned by The Paraffine Companies. Richard Hilliard, formerly district manager at Los Angeles and acting director of sales during Mr. Williams, absence, becomes manager of sales of the Pabco Products Division. In addition he will have full charge of the sales department of that division, which sales department of that division, which involves complete control of all dis-

involves complete control of all dis-trict managers and salesmen and full responsibility for all details of administration.

#### Philadelphia Utility Service Advertises Its Uniforms

When the Philadelphia Electric Cospany, Philadelphia, put its meter readers into uniform, it advertised in the newspapers the advantages to its consumers. The copy described the uniform and the uses of the various equipment which the men carried, and pointed out that the uniform together with the identification badge on the cap, wall serve as a means of protection to consumers when admitting the men to their premises. their premises.

#### Fawn-Art Studios Open Detroit Office

Detroit Office
The Fawn-Art Studios, Cleveland,
commercial art, have opened a Detroit
office with Lester Grimes, secretary of
the company, in charge. Gordon Jes
and R. W. Fawn are also with the
Detroit office.
Meyer, formerly with the
Rotary Printing Company, Norwalk,
Ohio, has joined the sales staff of the
Fawn-Art Studios at Cleveland.

#### Appoints Louis H. Frohman Agency

The Liquidometer Corporation, Long Island City, N. Y., maker of distance-reading gauges for measuring liquids, has appointed the Louis H. Frohman Advertising Agency, New York, as advertising counsel. A program of sales expansion is planned in which trade papers and direct mail will be used.

#### R. A. Ware with Fixit Service, Inc.

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R. A. Ware, formerly with Fincart Foods, Inc., Tuckahoe, N. Y., is now with Fixit Service, Inc., Mount Vernon, N. Y.





R. S. Hecht of New Orleans, La.

> editorial influence with men of influence

AMERICAN BANKERS
Association
JOURNAL

110 East 42d Street

New York City

CHICAGO

LOS ANGELES

26,309 net paid A. B. C. reaching 9/10 of the Banking Capital of America

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## Investments

THE investment value of 250,000 shares of a 9.6% thing is determined by the dividend return freach share of stock.

The investment value of 250,000 readers of publication is determined by the profit per reader.

Circulations, like stock issues, vary in size; re ers, like shares of stock, vary in value.

100 shares of some stocks earn larger divider than 150 shares of others. That makes their invenent value greater.

Likewise, some newspaper circulations are bet Thu investment values than others because of the great ostor return per reader they bring the advertiser. Lan tailer profits from such circulations justify larger advertisers in them.

During the year 1927 the retail merchants of Boston gint vested more money in the readers of some papers to retail they did in the readers of others. Responsiveness was with a chert sought in each unit of circulation. With experience we have been many years guiding their investing judgment, these point of chants placed a per reader valuation on the Herald-Transport circulation greater than that of any other large daily culation in the city.

#### BOSTON HERD

#### Advertising Representative;

GEORGE A. McDEVITT COMPANY, 250 Park Avenue, New York, N. Y.; 914 Peoples Gas Bldg.. Chicago, Ill.

## mt value s returns

of a 9.6% higher
than the second
daily paper

of 21.3% higher ader. than the third e; re daily paper

> 0.7% higher than the fourth daily paper

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Thus the merchants of great oston, large and small, Lar stailers of merchandise dvert every description, ave, by their advertisage investments, set the reader valuation on the circulation. They rience ave by this appropriation of their advertising penditure established to Herald-Traveler

reader as the most responsive and most profitable investment of any unit of large daily circulation in the city of Boston.

The total advertising appearing in Boston daily newspapers during the first ten months of 1928 was divided as follows:

Traveler....10,740,838

Herald . . . . . 9,437,566

Post..... 8,297,690

Globe...... 7,819,508

American... 4,136,710

(From report of Media Records, Inc.)

#### RD - TRAVELER

For six years the Herald-Traveler has been first in National Advertising including all financial, automobile and publication advertising among Boston newspapers.

#### Who Reads It?

B'nai B'rith goes into the homes of a powerful, wealthy and influential buying class.

Its readers turn to it for their guidance-information-education.

The following tells part of the story:

#### Professional:

Architects, builders, lawyers, doctors, etc. 15.78%

Micichants												
Retail 47 23%;	W	ho	les	sal	e	8.9	19	6-		-		56.14%
Manufacturers	-	-	-	-		-					-	2.83%
Employees -				-			-		-		-	15.45%
Retired	-	-		-		-	-	-	-	_		2.78%
Unclassified -	_	-	_	_	_	_	_	_	_	_	U	7.020

(Member of A. B. C.)

Let Us Tell You About It

#### B'nai B'rith Magazine

The National Jewish Monthly

40 Electric Building, Cincinnati, Ohio

DWIGHT H. EARLY OSCAR R. GOTTFRIED DWIGHT H. EARLY
100 N. La Salie Street
Chicago, Ill.

SCAR R. GOTAN
11 W. 42nd Street
11 W. 42nd Street
New York, N. Y.

#### Art Mediums for the Secondary Illustration

Where There Is One Main and Most Important Picture, the Added Postscript Theme Should Be in an Entirely Different Technique

#### By W. Livingston Larned

TO use two illustrations, in close juxtaposition, one as the more important element and the second as a clarifying postscript, is one of the most popular of present-day illustrative ideas. A lay-

out may present a reproduction of the product in a commanding manner, and the secondary vignette show a use, or the product in

operation.

In many cases the second picture is em-ployed for atmosphere, especially if the chief illustration lacks drama or pictorial attractiveness. The advertiser may feel that his major pictorial theme will not win a wide audience unaccompanied by an appetite-whetter in the shape of human interest or perhaps an artistic, decorative side-issue. Many would be campaigns quite dull indeed if only the product were employed as an illustration.

The secondary picture is apt to be the "seasoning" of the advertisement, injecting the indispensable element of reader interest. But it must not take first place. It seldom is allowed to

step down to the center of the stage, as it were. The product

should dominate.

Many current advertising campaigns make much of the idea of companion pictures, one taking the "lead" while the other acts as a dash of piquant flavoring for the indifferent reader who takes small interest in a great many campaigns because he thinks he

is not in the market for the product featured. The second-fiddle picture may play a minor but highly necessary part.

I do not refer to backgrounds which are actually an integral





THERE IS SLEEP IN THE PILLOW AFTER THIS SOOTHING DRINK

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#### The secondary picture BAKER'S COCOA

THE HEAD IN THIS ILLUSTRATION WAS PAINTED IN FULL COLOR WHILE THE NIGHT SCENE WAS DONE IN A DELICATE BLUE-MEVERTHELESS, THE TWO PICTURES BLEND PLEASANTLY

part of the foreground subject, and made at the same time, to serve as "atmosphere." The thing I have in mind is the secondary theme, complete in its own right, and often made up of different material entirely. For instance, the head of a smoker may dominate the space, while a to-bacco plantation, run at one side, serves to lend a quality argument.

name.

When the main illustration is a photographic reproduction of a special mattress, and the secondary picture suggests, dreamily, a star-lit night, this indicates the type of combination arrangement I have in mind and calls for special technique as to art treatment.

The current series for the able, in Pontiac Six not only features the the color automobile, but includes, elsewhere, studies of Indians and their art and life. A beautiful bathroom need ground atmosphere for Pontiac, which is an Indian

The problem involved in producing these secondary pictures has to do with techniques and mediums for it must be apparent that these two closely affiliated pictures should not be in the same key. One should be stronger than the other; more dominant.

There appeared a campaign in color this year in which two pictures were woven into one in each layout and it was intended that the second subject step somewhat into the background. But the artist used identical color techniques in both and, as a consequence, there was absolutely no contrast and the original scheme suffered. This could not have been otherwise.

The same thing applies to black and white companion-illustrations to an even greater degree. Here the contrast must be all the more emphatic.

It is equally true that the problem becomes greater, for it is comparatively easy to keep two color pictures in directly opposing mediums and degrees of strength. A favorite idea is to do one subject in full color, while the other is in a single tone.

A series of such canvases for an electric refrigerator presented the main study of the device against a kitchen background in all necessary shades and contrasts, while vistas, in the background, of iceland panoramas were in cool blues and greens. There was nothing in common between the two. The main picture was dominant always and the accessory illustration kept its place admirably because of that over-all tone value.

Then again it is often advisable, in color advertising, to use the color in the main theme, and



tely no contrast and the two different techniques—one formal, the original scheme suffered. OTHER DECORATIVE—ARE USED IN THIS STANDARD This could not have been

tandard

to run the second subject in black and gray only.

A strikingly attractive double spread for the Hupmobile Century Eight applied the principle admirably. The car was in vivid colors and in as many colors as were necessary to reproduce that model correctly. A part of the copy story had to do with the enormous shipments of the cars to every part of the country, and freight trains were shown, en route, running from one page to the other as a means of pictorial tie-up.

These freight cars were in delicate shades of gray. No color at all was introduced in them, and while car and background were

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#### Should Vermin Be Controlled?

Sportsmen's organizations now realize that drastic control of vermin is essential to any practical plan of conserving and increasing the numbers of useful game birds and animals in this country. In the January issue of FOREST AND STREAM, Dr. William A. Bruette, Editor, says:

"If man is permitted to kill game it is important that he also destroy the enemies of game as this is the only way in which the 'balance of nature' can be preserved."

Because FOREST AND STREAM is the leader in the great conservation movement which is now sweeping this country more than one hundred thousand outdoorsmen read every issue.



-www.ceanton

Publisher

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago On the Coast: Hallett Cole, 1459 N. Catalina Ave., Pasadena

# OINT the Advertisement th

the FACTS heading

markets.

"That was the finest prayer ever addressed to a Boston audience," an elder of a certain church in the Hub remarked after service. - And never knew why the minister gasped!

Of advertisements you'll hear some people say, "Oh, those professional ad fellows are writing to outdo each other. The advertisements are really addressed to their agency competitors. Agencies design and write just for the sake of creating 'good looking' advertisements-to win the applause of fellow craftsmen."

The exact reverse is the case. The progressive agency seeks only the applause of its clients'

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It strives, primarily, to know the markets, to sense the appeals that will most profitably cultivate them, to "dress" the appeals so that the markets will feel at home and at ease in their presence.

It uses art not for art's sake but for the sake of doing an advertising job.

It uses words not to gain a reputation for cleverness but to gain results for its clients. N

# the way

It can, indeed, scale the highest peaks of the art and literary ranges; but it can just as naturally stroll through the valleys. The point is that it does neither for the purpose of drawing attention to itself, but desires only to take the roads the tlients' products can most successfully follow. Campaign and individual advertisement alike point the way the facts head in.

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The ERICKSON Co.

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81 FOURTH AVENUE, NEW YORK . . . EARLY N 1929 THE N. Y. CENTRAL BUILDING

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as one unit, nevertheless the difference in their art mediums separated them successfully.

A series of pages for Baker's cocoa combined characterful heads of sleeping people with accessory vignettes of the peace and tranquility of night. The copy suggested that the beverage encourages perfect slumber. But the

important illustration was that of the person in repose. The heads were therefore painted in full color and the night scenes were in shades of delicate blue. Adequate separation was therefore established.

However, as has been mentioned, the problem is by no means difficult when full color is employed; the black and white combination offers more complicated considerations, especially for campaigns to be used in newspapers.

An approximation of the color design just mentioned is shown when, from a single original, drawn in the same key, two absolutely contrasting tones are obtained. The artist does not figure in this at all. Take a concrete example: The foreground and more important illustration pictures a piece of period furniture, while the accessory

design shows the people and the atmosphere of that same period.

As you look at the artist's drybrush drawing, you find that both subjects are in the same tone key. The desired contrast is nowhere in evidence. But on the tissue overlay, as the drawing goes to the engraver, one area is painted in blue—the background part. And instructions are that this portion, shall be double etched, or grayed by means of the application of a Ben Day pattern, which cuts its original strength by onehalf, or more.

When the illustration makes its

appearance in newspapers the main theme is in the original heavy blacks, while the secondary part is in a pleasing gray. Of course, the artist can accomplish this on his original, if he pleases, by the expedient of drawing the background vista in outline, or by suggesting the tones with a crayon pencil on surfaced paper.



FLOREHEIM USES A SECONDARY ILLUSTRATION WITHOUT DETRACTING FROM THE FRATURED PICTURE, THE PRODUCT ITSELF

The most popular method, and certainly the easiest, is to play a halftone against a line drawing in a combination plate. It is only necessary, here again, to make the instructions clear to the engraver. The photograph is mounted and retouched, and the secondary illustration drawn, in position, alongside, in any one of many mediums, line, dry brush, pencil, crayon, tempera, etc.

The sheer outline study, backing up the strength of the halftone from a camera print, makes for a splendid contrast. There can be no mistaking the fact 28

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that one of the two picture themes is the more important.

It is possible to secure the same identical result with two separate be in a similar color key. The process consists of blowing the one down with Chinese white with an air brush.

Quite often, an artist will make an illustration of this character in decorative pen and ink, using no shading whatsoever, no crosshatching of lines, and a guarded number of solid blacks. One object in a composition is required to be dominant. Say the scene is of a housewife busily engaged in a modern kitchen, and the gas range, which is to be advertised. stands in an accustomed place against the wall.

When the pen drawing is completed, the artist washes the range in with varying tones of gray, until it "stands out" and is very noticeably the feature of the entire illustration. Then again, if he so desires, he may build his perspective around a photograph, having it "stripped in" by the engraver, from the camera study, or silhouette it and actually mounted it into his finished design. This calls for a combination plate, the range being in halftone, the re-mainder in "straight line."

How interesting are the illustrations run for so long a period for Drano, in magazines, with their one main illustration in vigorous photography or from an original wash picture, backed up by the most delicate of line drawings, providing the desired contrast. There is no confusion, no muddying up, no blur of the two elements. Each is a separate and distinct pictorial element; each telling its own story without con-

fusing the other.

The thing is not difficult to do. It. means a deliberate clash of techniques. The entire problem may be summed up in that way-one illustration is keyed differently from the other. If the central theme is in strong dry brush, then the secondary picture is in sketchy outline with no shading and no blacks.

The remarkable development of

art techniques has assisted the advertiser in this direction. There are so many schools to select from. A camera study may be pitted against any one of the numerous line techniques or placed in juxtaposition to the decorative type of wash original.

A vigorous woodcut illustration, in which blacks predominate is put alongside an outline sketch or a drawing which is handled sketchily and with no blacks.

In a remarkable series for Standard plumbing fixtures, two techniques are employed in order to introduce two wholly segregated pictorial themes. In each composition there is a still-life study of a modern bathroom, the fixtures in detail, while the monotony of such compositions are relieved by figure studies somewhat in the background. One is a rather formal, stiff technique, in wash; the other is decorative, with blacks and Ben Day tints and a considerable area of outline with the pen.

Yet they harmonize. Had they been drawn in the same key, there would have been confusion. It was necessary to establish con-trast, which, as has been so often stressed, is the very life of any

art composition.

The camera does its part, in the meanwhile. You may have seen the inventive series for Dorothy Gray beauty preparations in which three heads overlap to tell the story of old age creeping on and the results of neglect. It is all camera-made. The profile sil-houettes of faces begin with one in solid black, one in shadow and the foreground face brilliantly illuminated. Here, then, in a single illustration, there are three planes of technique, three mediums of expression.

The secondary picture come to be a necessity. It is an elaboration of an idea, a tonic influence, a decorative or a human-interest feature, added to give color to a campaign when the main illustration is likely to be commonplace. But selecting the technique for such secondary illustrations is of utmost im-

portance.

# This we Warrant

from Every Member
To Every
Customer

THAT your job is entrusted to an art typographer of picked skill who well knows advertising composition, procedure, media and the dynamic urgency of speed. That proofs will be on hand when promised, or they won't be promised. That the charges will be reckoned equitably and rendered without padding. That you will have at your command, first and before general release, the widest range of the newest fonts, borders, ornaments and initials from the most illustrious decorative designers of the United States, England, Germany and France. Buy composition only from members of the Advertising Typographers of America whose names are listed on the opposite page.

Advertising Typographers of America National Headquarters: 461 Eighth Ave., New York

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#### Members

## Advertising Typographers of America

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TYPOGRAPHIC SERVICE Co417 East Pico Street, Los Angeles
KURT H. VOLK, INC 215 East 37th Street, New York
WARWICK TYPOGRAPHERS, INC 617 North 8th Street, St. Louis
GEORGE WILLENS & Co457 West Fort Street, Detroit
S. WILLENS & Co 21 South 11th Street, Philadelphia
THE WOOD CLARKE PRESS
Woodrow Press, Inc
AD SERVICE Co313 West 37th Street, New York
ADVERTISING AGENCIES' SERVICE Co 216 East 45th Street, New York
ADVERTISING-CRAFTSMEN, INC. (A-C) 132 West 31st Street, New York
ADVERTISING TYPOGRAPHERS, INC 231 West 29th Street, New York
THE ADVERTYPE Co., INC
ARKIN ADVERTISERS SERVICE422 South Wabash Avenue, Chicago
Associated Typographers, Inc460 West 34th Street, New York
THE BERKELEY PRESS
BERTSCH & COOPER
J. M. Bundscho, Inc
E. M. DIAMANT TYPOGRAPHIC SERVICE. 195 Lexington Ave., New York
FROST BROTHERS
DAVID GILDEA & Co., INC
HAYES-LOCHNER 106 East Austin Avenue, Chicago
HAROLD A. HOLMES, INC215 North Michigan Avenue, Chicago
MONTAGUE LEE Co., INC
FREDERIC NELSON PHILLIPS, INC 314 East 23rd Street, New York
PROGRESSIVE COMPOSITION Co Ninth at Sansom Street, Philadelphia
HELLER-EDWARDS TYPOGRAPHY, INC 250 West 40th Street, New York
EDWIN H. STUART, INC422 First Avenue, Pittsburgh
SUPREME AD SERVICE
SUPERIOR TYPOGRAPHY, INC305 East 47th Street, New York
THE TYPOGRAPHIC SERVICE Co75 North New Jersey St., Indianapolis
TRI-ARTS PRINTING CORP
Typographic Service Co. of N. Y., Inc 216 East 45th St., New York
a resonantite search service and any another agent ser, are a total

"TYPOGRAPHY THAT



SETS UP AN IDEAL

#### Space Selling Is Fruitful of Arguments

Technical Publicity Association Stages Lively Symposium

M. L. WILSON, of The Blackman Company, who elsewhere in this issue of PRINTERS' INK supplies "100 Checking Points for Advertising Salesmen," presented an idea before the December meeting of the Technical Publicity Association, of New York, which, carried to its logical conclusion, will eliminate the necessity for his own suggestions in that article. It will accomplish this quite simply by eliminating the salesman.

Mr. Wilson's recommendations that the entire present system of selling advertising space by means of sales forces and "representatives" be abolished came as the climatic point of one of the livelidiscussions that even the Technical Publicity Association, famous for such phenomena, has ever experienced. Much of the liveliness was polarized between Mr. Wilson himself and Colonel W. T. Chevalier, of the McGraw-Hill Publishing Company, who strongly defended the salesman and broadly hinted that most of the fault to be found with the conditions under which advertising space at present is bought and sold should be laid at the door of unintelligent buying rather than unintelligent selling. Both parties to the argument gave specific instances of the shortcomings to which they wished to call attention.

The subject of the session had been announced as the "evaluation of advertising media," from which it was of course not difficult to pass into comments upon the ways of salesmen—and of buyers

of space.

Mr. Wilson, who was introduced rather as the leader of the discussion than as the speaker of the occasion, began by saying that he was not going to say much, but that for what he proposed to say he wished to assume responsibility as an individual, and not to have it implicate any institution with which he is officially connected.

He then proceeded to quote from Malcolm Muir, president of the McGraw-Hill Publishing Company, Mr. Muir's analysis of the job of the business paper publisher and of the advertising agency, respectively. Mr. Muir assigned the following five tasks to the publisher:

Market analysis; interpretation of trends in markets; study and interpretation of buying habits and sales resistance; interpretation of needs or opportunities for new products in a market; the place of advertising as an influence in the

market.

#### THE AGENCY'S TASK

The agency's task, said Mr. Muir, as quoted by Mr. Wilson, may also be subdivided into five

jobs:

To establish merchandising principles by which the manufacturer's real sales promotion problems may be defined; to study the place of advertising in the different methods of distribution; to evaluate and rate markets in which the manufacturer can operate profitably; adapt the manufacturer's sales promotion plan to the needs of each market; and work with the business paper as a counselor.

In addition to this, Mr. Wilson remarked that the business paper should be able to show by its editorial content the influence it has on the desired markets; should be able to indicate scientifically the schedule required to produce a given result; should get its data to the advertising man without forced salesmanship; and should present a complete picture—not a segmental one.

The advertising manager of the manufacturer of a technical product, Mr. Wilson said, has a greater responsibility and a harder job than his brother who runs a general consumer campaign. He is surrounded by hard-fisted engineers, and must deal with great

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Building Age
appeals to the pocketbook
of the builder
who has one

A scientifically balanced editoral program, new make-up and new cover are among the factors which will make the new Building Age a more effective medium than ever before in its 50 years of continuous service

## NATIONAL BUILDING PUBLICATIONS division of NATIONAL TRADE JOURNALS, Inc.

and the Lorentz and the Garles of the district Annual Con-

383 Madison Avenue New York

75 E. Wacker Drive Chicago

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"The New Star of The New Year"



LASHING across the merchandising field with a irresistible appeal, RETAILING is setting a meteor pace. The first issue of this new Fairchild Publicatio devoted to "Modern Methods of Distribution" is appear Jan. 5, 1929. Already its advertising lineage in far exceeded the self-imposed quota—and before the advertising forms close on Dec. 31, many more that advertising forms close on Dec. 31, many more that sands of lines will have swelled the advertising column of this new medium with an established readershi (Formerly the Saturday issue of Women's Wear Daily

Here is a partial list of typical products that ca profitably capitalize the reader interest and purchasin power of the buyers and store executives who rea

RETAILING:

MERCHANDISE: Home furnishings (furniture, lamps, draperies, curtains, carpets and rugs, linoleums, gift shop articles, radios and musical instruments, etc.)—Housewares (china, glassware, crockery, kitchen and laundry utensils, cutlery, etc.)—Electrical appliances, (washing machines, electrical refrigerators, vacuum cleaners, etc.)



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STORE EOUIPMENT: Cash registers, showcases, display fixtures, adding machines, packing and wrapping supplies, delivery and warehousing equipment, lighting fixtures, pneumatic tubes, elevators, and escalators, etc.

ore th This brightly illustrated, tabloid-size newspaper appeals e thou to a readership of more than 40,000 store owners, store managers, buyers, merchandisers and other major ex-They read it religiously—and will continue to do so when it appears in a new and enlarged form as a separate weekly beginning Jan. 5.

Your message to them in the columns of RETAILING will be read by a receptive, merchandise-alert audience. Not only the buyers and department heads who select the consumer goods for their particular sections of the store, but the executives and store heads who purchase new equipment-all read the columns of RETAILING.

Get into the first big issue on Jan. 5-tell 40,000 potential purchasers your story-and keep on telling them every week in



FAIRCHILD PUBLICATION 8 EAST 13 th STREET, N.Y. C.

publishers and great combinations of publishers. "To act indepen-dently he must have a will of iron and a backbone of steel-and he

and a backbone of steel—and he must 'know his onions.'"

"So," said Mr. Wilson, "when you come to the question, 'How to evaluate media?" you have to begin by asking yourself, 'How good is the man who will make the evaluation?"

"Above all, this man must be a good diagnostician. He must be able to diagnose the troubles of his house which advertising will heal. He must be able to diagnose the methods suggested for healing the troubles. He must be able to diagnose the various claims the healer (the industrial paper) will present. He must have vision and imagination. He must be able to spot the weak points as well as

accept the strong points."
Mr. Wilson then proceeded to adduce some specific instances of the trouble that is always brewing for the industrial advertising manager, who, he said, "must watch his step as he accepts statements made by the gentleman who calls on him."

"A journal soliciting in compe-tition with the field," he said. "though obviously weak editorially, proved by the A.B.C. audit that it had the largest circulation in its class and it was practically all concentrated. Only the closest scrutiny of the count of the A.B.C. audit disclosed the count of the A.B.C. audit disclosed that its renewals

were scarcely 30 per cent.
"One advertiser complained bitterly to me that a complete picture is never shown. . . . The larger publishing organizations, by their very resources, are able to do elaborate field work which can be made to seem to fit all situations. The advertising manager must decide if they do fit sufficiently well to shut his ears to the less claborately prepared claims of the well edited small publications. .

"It becomes known that manufacturer is about to make an appropriation. Every publication that can, by any stretch of the imagination, be considered suitable to reach the advertiser's market will send a well-trained represen-

tative to adapt his story with his utmost skill to your needs-and it will not be an amateur piece of work. You will be approached from one or more angles and be pounded from segments of the for you to prove them wrong, if for no other reason than that they

are partially right. . . . "Some industrial papers' representatives . . . call about once a year when they know the list is being made up. Then they literally bombard us with attention. Once the decision is made, pro or con, they disappear and we don't see them again until that week next year. Many representatives of the technical press are Ancient Mariners. They learn a good story and they insist on telling it and re-telling it and think they have done a wonderful thing if the man to whom they are telling sits there and listens." sits there and listens."
Concluding, Mr. Wilson said:

"Before you get to evaluating of media at all you must have— "1. An advertising manager or

advertising manager-agency combination who, knowing product and market, have the mental ability and the vision to diagnose effectively material presented for their

"2. Better, truer and more just means on the part of the pub-lisher of showing the advertiser what he (publisher) has to sell.

"Just so long as the manufacturer is content with mediocre ability in his advertising department, correct evaluation of media will be impossible.

"Just so long as publishers are blind to the fact that for the most part, their soliciting methods are archaic, stupid and wasteful, just so long will appropriations flow into muddy channels.
"I would not hazard how the

advertising manager's ability to think can be improved. I would like to suggest, and to suggest in the strongest and most solemn manner I am capable of, that the publishers consider abolishing competitive selling and have representation, as it is now understood, done away with.'

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The discussion at first did not Wilson's swing around to Mr. most radical suggestion, chiefly because F. M. Feiker, of the Associated Business Papers, who was next on the floor, brought it back to the starting point of the mechanics of evaluating media by the remark that "we still have a long way to go even to the general acceptance of the A.B.C. statement as a basis for evaluation." was due to the fact, he pointed out, that only a very small minority of business papers are members of the A.B.C.

"We first have to get a clear opinion of present methods," said Mr. Feiker, "and then we can set up an ideal of something better. In my opinion there is too much matching of circulations, when the important thing is the way in which the circulation is reached." H. C. Parmelee, editor of

Chemical and Metallurgical Engineering, said that in his opinion the advertising man's task of evaluating media was made more difficult, and needlessly so, because he had no adequate comprehension of the human side of the editor's problem.

"In my opinion," he said, "there are two groups of men in industry who don't know nearly enough about each other. The editor doesn't know enough about the sales and advertising side of the manufacturing firm; and the advertising man doesn't know enough about the editors. If the advertising manager would visit the editorial offices of a publication and size up the men he finds there, he would soon make up his mind about the kind of job being done by that magazine."

"There is far too much selling of space and too little buying," said W. L. Rickard, president of Rickard & Company, Inc., advertising agency. "Another trying factor is the comparatively small number of industrial papers, out of perhaps 1,800 published, which are really doing an essential job. Only a very few can be considered as really essential to the industries which they serve.

"On most schedules, in my ex-

perience, there are about three times as many papers as are really needed. As a matter of fact, we have to devote far more time with our clients to keeping papers off their schedules, than in getting papers on."

Mr. Rickard said that while he is willing to see the salesman abolished, he doesn't want to lose contact with the publisher. would like to see the publisher employ a capable, high-class man to come around about twice a week and spend at least a half day at a time, telling the agency just what his papers are doing and what their plans are for future servicenot to sell space but to keep the agency supplied with really useful information. And in conclusion, he said that when it came to buying space, no amount of statistical analysis could take the place of experience.

Colonel Chevalier then proceeded to transfer the onus of responsibility for the generally admitted unsatisfactory present situation to the shoulders of the buyer, who he said is prone to evaluate the paper, not on a broad but on a deplorably narrow view of what its job is—often measuring it primarily by the amount of editorial space it does or does not give to his product.

The meeting concluded with an informal but lively interchange between Colonel Chevalier and Mr. Wilson as to the real value of salesmanship and the duty of the salesman to his employers.

#### Willard Smith, President, Childs Company

Willard Smith, senior vice-president of the Childs Company, New York, Childs restaurants, has been made president, succeeding William Childs who has been made chairman of the board. At the same meeting of the board of directors the by-laws were amended to include an executive committee of three which will take over the general management of the company.

## C. B. Rosengren, President, "House Furnishing Journal"

Charles B. Rosengren, who has been with the House Furmishing Review, New York, since 1916, has resigned as manager and vice-president of that publication to become president of the House Furmishing Journal, Chicago.

## A Year of

## Expressed by—

33% Gain in Commercial Advertising

62% Increase from 57 of our 1927 advertisers

81 New Accounts

46% Gain in Editorial Inquiries

## The Dairy

One of the Meredit ub

## Progress

## Reasons Why-

The 259,000 dairy farm families who are readers of THE DAIRY FARMER, are recognized to be community leaders, to have a greater building investment, more uniform income and a greater buying power.

A circulation that parallels dairy importance.

A magazine that is attractive and easy to read.

Editorial contributors who are leaders in their field.

Farmer

edit ublications

### A Case in Point, Mr. Presbrey

This Bank Has Found That Advertisers Like to Deal with Banks That Advertise

#### By W. L. Fort, Jr.

Manager, Advertising Department, Citizens Trust Company of Utica, N. Y.

THAT advertising influences the growth of a bank directly or indirectly is true, Mr. Presbrey.\* We may take the Citizens Trust Company of Utica, N. Y., as an

example.

The sales curve of this bank, founded twenty-five years ago in the face of keen competition, shows astonishing growth. The banks of Utica, in those days, were the same as other banks in the country. Their advertising consisted of listing the officers and directors and the bank's last state-

ment.

From the first of the Citizens' career, its officers and directors approved of advertising the bank's services as no bank in this territory had ever done before. They took their own names out of the advertisements and substituted reason-why copy on the bank's The advertising various services. expenditure was modest, of course, at the start but it was spent wisely in an effort to explain why Utica needed a new bank, with new blood, when it already had several well established financial institutions.

This advertising was very successful and the bank grew rapidly. As the bank's resources increased, the amount of money appropriated for advertising was increased so that the position and prestige of the bank would be protected.

Direct-mail material was used even in the early days to increase the business of the various departments of the bank. These campaigns were probably the first to be used by a bank in this locality. You can well imagine the interest the people had in this bank which believed in reversing the custom

of letting the depositor come to the bank. They were intrigued by this effort to come out and get their business. It is of interest to know that an old man who before the war received a folder on making wills, and who tucked it away, recently came into the bank with that folder in his hand saying that he had saved it so that when the time came for him to make his will he would know where to come.

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In about twenty years the bank grew to leadership among local commercial banks. It is not fair to credit this growth entirely to advertising because the same vision which prompted the advertising also developed an improved type

of service.

#### ADVERTISING'S SHARE IN THE BANK'S GROWTH

However, it is interesting to assume that the constant advertising of the bank's services had a distinct effect upon the bank's staff and stockholders. Undoubtedly it spurred them on to keep "Citizenservice" at a peak of perfection. And so to the bank's advertising in newspapers and periodicals, direct mail and outdoor, we credit a good share of its growth.

Proving that advertisers like to bank with a bank that advertises is a very easy job. The Citizens has recently gone into a national advertising campaign with a threefold purpose. The first is to sell the city of Utica to the executives of the country. The second is to capitalize that effort locally and so build good-will for the bank. The third has to do with mergers in business. Obviously, the banks in the smaller cities have suffered. It becomes necessary to go to the major cities for their share of industrial money. A national adver-tising campaign showing that the Citizens knows its market: that it can render assistance to corpora-

<sup>\*&</sup>quot;Advertisers Like to Deal with Banks That Advertise," by Frank Presbrey, president, Frank Presbrey Company, in the December 6, 1928, issue of PRIMT-ERS' INK, on page 33.

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tions seeking to develop that market, would make it easier for the salesman to approach the yes or no man in industry in soliciting a bank account. We believe that readers of the advertising will reason that here is a bank in Central New York, advertising nationally, and there must be something to it.

Since this campaign started various accounts on which the bank has worked for some time have The bank's present been landed. customers take a great amount of pride in the fact that their institution is talking to the leading men of the country through national They feel perhaps periodicals. that this bank has more prestige throughout the country and in its own territory than any other local bank. Naturally, they desire to do business with the bank having the most prestige and so they bank at Advertising has Citizens. helped to create this prestige and then in turn sold it to the bank's

depositors and prospects. In closing it is of interest to note that because the officers of this bank believe in intelligent advertising and very often have good ideas for depositors, national advertisers like to bank there. They find an appreciation of their problems which they might not find in a bank which had never used ad-vertising to build their business.

Advertising and finance must go hand in hand.

#### Pittsburgh "Sun-Telegraph" Appoints A. A. Brasley

A. A. Brasley has been appointed assistant advertising director of the Pittsburgh Sun-Telegraph. He was formerly national advertising manager of the Detroit Times, with which newspaper he was identified for a number of years. After leaving the Times, Mr. Brasley joined the sales staff of a Hearst group of newspapers under Louis C. Boone, at Detroit, later joining the Rodney E. Boone organization at New York.

#### Investment Security Account to Albert Frank Agency

E. H. Holmes & Company, New York, investment securities, have ap-pointed the New York office of Albert Frank & Company, advertising agency, to direct their advertising account.

#### Is Advertising Salesmanship Archaic?

THE BLACKMAN COMPANY NEW YORK CITY

Editor of PRINTERS' INK:

I have given permission to anybody and everybody who wants to reprint my "100 Checking Points for Saleamen" which appeared in PRINTERS' INK of November 8.

vember 8.1

I was rather surprised at the Washington Convention of the American Association of Advertising Agencies to have found out that this little article seems to have caused considerable interest. Of course I got quite a kick out of this approbation? because I feel that it comes from people who are genuine.

Bill Corman suggested that I start on a similar article<sup>3</sup> for publication, so here it is.

M. L. WILSON.

¹As we expected, the November 8 issue was quickly sold out. Many executives have asked for extra copies. Mr. Wilson's article has been reprinted widely. ³We get a kick out of it, too. ⁵The article is "100 Checking Points for Advertising Salesment" on page 17 of this issue of Printras' INK. Believing that our present-day publication representation system is archaic, costly and unsatisfactory, Mr. Wilson wants to encourage constructive thinking on the subject. His article is an outline of good publication selemanship. Because we believe that this article will be as popular, or more popular, than his previous article, we have arranged to have reprints available upon request.

#### To Discuss Advertising Plans for Western Massachusetts

The executive committee of the West-The executive committee of the West-ern Massachusetts Association of the Chamber of Commerce will meet at Westfield, Mass., on January 9. The subject for discussion will be commu-nity advertising and the advertising of New England, Western Massachusetts and the various municipalities in the association. association.

#### Lanteen Laboratories Appoint Ollendorf

Lanteen Laboratories, Inc., Chicago, maker of women's antiseptics, has appointed the C. J. Ollendorf Company, advertising agency of that city, to direct its advertising account. Newspapers and direct mail will be used.

#### Stocking Account to Geare, Marston & Pilling

The Largman-Gray Company, New York and Croydon, Pa., manufacturer of Blue Moon silk stockings, has ap-pointed Geare, Marston & Pilling, Inc., Philadelphia advertising agency, to di-rect its advertising account rect its advertising account.

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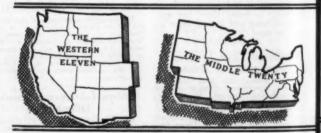
# Campaigning Sectional

THE recent presidential campaign one of the most remarkable in a our history, set a record for efficient business-like procedure. Instead a scattered, hit-or-miss campaigning, we saw scientific, up-to-date salesman ship.

The candidates sold themselve section by section across the continent.

They used a principle that is bad of all efficient advertising.

Farm Life, because it believes in that principle thoroughly, it has in augurated a new policy of offering the thick advertiser its circulation of over the control of the c



Farm

paign 1,000,000 either as a whole or in secions corresponding to the country's

in a lational Distribution Districts, icient You can concentrate in the section r sections where you have your disg, w ribution. Or where you wish to make special try-out. Or where there's a reak spot in a general national disselve ribution.

And your product will still carry he prestige of National Advertising.

back FARM LIFE, SPENCER, INDIANA T. W. LeQuatte, Publisher

NEW YORK: g the CHICAGO:

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50 East 42nd Street 35 East Wacker Drive





HE folder "Campaigning on the Sectional Basis" will bring you the story in full.



#### Keep Your Follow-Up System Working

BEHEL AND HARVEY, INC. CHICAGO

Editor of Printers' Ink:

We would appreciate copies or list
of any articles you may have run in
Printers' Ink or Printers' Ink MONTHLY regarding the best method of following up inquiries from national

advertising.

We would like to have this cover not only the forms of consumer reply, but also follow-ups to representatives and dealers, and particularly the use of inquiries as a means of building up new territories.

BEHEL & HARVEY, INC.

ID more advertising manufacturers realize 'the importance of "following up inquiries" as one of the most effective means of building up new territories, there would be far less waste in many consumer and dealer advertising campaigns than there unquestionably is.

The best method of following up inquiries is to follow them up. Many follow-up systems fall into innocuous desuetude the moment advertising begins to show good results. In territory building, is dangerous. little success Everybody slows up. Generally. the first results from a sales campaign mean little. Merely advancing an army into the field doesn't

win a battle.

So with follow-up systems. One vitally important thing about them is to keep them at work. Let the system be planned to meet the need and accomplish the purpose sought. In an interesting survey of followup systems in us by national periodical advertisers just made Ketterlinus Lithographic Manufacturing Company, the company found that a number of periodical advertisers who invite inquiries from the consuming public, in their current advertisements, have little or nothing with which to follow up these inquiries. Inquiries were mailed by Ketterlinus to 607 national advertisers. Of these, 567 replied; 40 did not. Of the 567, 326 replied within one week; 144 within two weeks; 48

within three weeks; and so on. Of the 567,352 sent one follow-up only; 215 that answered sent two or more follow-ups. Other details of the survey are given in a booklet issued by the company, entitled "A Survey of National Advertisers' Follow-Up.'

The pages of the PRINTERS' INK Publications have, moreover, been eloquent on the subject of the importance of following up inquiries and many articles have appeared. References are available to all interested.—[Ed. PRINTERS' INK.

#### J. C. Penney Plans to Add 500 New Stores

A special expansion program involving the opening of 500 new J. C. Penney Company stores in addition to the regular additions already determined upon for 1929 has been authorized by directors of that company. upon for 1929 has been authorized by directors of that company. It is planned to have all the new stores in operation by September of next year. The J. C. Penney organization now operates 1,021 retail department stores in forty-seven States. The average sales per store for the last few years have been approximately \$150,000 a store. The expansion plan for 1929, it is explained, does not contemplate the purchase of other chains or of independent stores but will be confined to the opening of entirely new units in cities and towns in which there is no representation at the present time.

#### Agricultural Editors Elect J. F. Cunningham

John F. Cunningham, of the Wisconsin Agriculturist, Racine, Win, was elected president of the American Agricultural Editors Association at the annual meeting of this group in Chicago recently. The new vice-president is Talt Butler, Progressive Farmer, Birmingham, Ala. C. E. Durst, Fruits and Gardens, Chicago, is secretary-treasurer. treasurer.

Directors are C. A. Cobb, Southern Ruralist, Atlanta, and Wheeler Mc-Millen, Farm and Fireside, New York.

#### Burr Davis to Direct Luxite Silk Products Sales

Burr Davis, recently assistant sales manager of the Vanity Fair Silk Mills, Reading, Pa., has been appointed sales manager of the Luxite Silk Products Company, Milwaukee. This appoint-ment is effective the first of the year.

#### With J. Fred Henry Company

Walter F. Dantzscher has joined the staff of the J. Fred Henry Company, publishers' representative, New York.

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a Merry Christmas and a Kappy, Prosperous New Year



## CENTURY

Electrotype Company

MATRICES · STEREOTYPES **ELECTROTYPES · LEAD MOLDS** NICKELTYPES

547 South Clark Street, Chicago, Illinois

Where Performance is Keyed to Meet Your Need

## [ How a Business Paper Wo Au



IRON TRADE REVIEW
Established 1883
THE FOUNDRY
Established 1892
DAILY METAL TRADE
Established 1909
ABRASIVE INDUSTRY
Established 1920
POWER BOATING
Established 1905
MARINE REVIEW
Established 1878

da

## Authority in Its Industry ]

#### CRYSTAL GAZING WON'T DO-BUSINESS MUST HAVE FACTS

TEN minutes before midnight. A whistle reverberated through the murky air. The blast furnace crew was tapping out the final cast of the month. As the last huge ladle of pig iron was shunted from the track scales to the mixer, the night superintendent jotted down the amount of his total cast. A quick computation was made of the month's production and the figures phoned to the main office.

By eight o'clock next morning telegraph instruments in the headquarters of Iron Trade Review were clicking off this total. It was October 1 and air-mail letters, telegrams and long distance telephone calls were flooding into the Penton building, Cleveland, from the 340 active blast furnaces throughout the United States.

American pig iron production figures for September were computed accurately, swiftly, completely. The detailed data were rushed to waiting presses that industry might have its fundamental information at the earliest possible moment.

Man ever has been seeking to foretell the future. From the superstitions of medieval days to the fortune tellers of today, the wish is common to anticipate the morrow. To the business man, accurate forecasting holds great opportunities for profits.

But facts are necessary. Crystal gazing won't do. So the modern industrialist turns to his established indices, of which leading economists have selected pig iron output as one of the most important.

Compilation and computation of pig iron production data, promptly every month, is one of those distinctive contributions which Iron Trade Review makes to the progress of industry. Through such service has been built the great prestige which makes Iron Trade Review so valuable to industrial advertisers.

## IRONTRADE

A Penton Publication

Penton Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers, national magazines, books, catalogs, etc.

Member, A. B. C., A. B. P., N. P. A.

## "Our Dealers Furnish Us with Copy Angles"

Small-Space Newspaper Campaign Is Now Being Used to Advertise Mason's "Black Crows"

#### By Don Masson

ONE of the common difficulties which manufacturers of low-priced merchandise face is to work up enthusiasm among retailers. This is true especially of five- and ten-cent confectionery products. It is the old question of the dealer being willing perhaps to stock the item but displaying a complete unwillingness to do anything to further its sale.

Recently the Mason, Au & Magenheimer Confectionery Manufacturing Company, Brooklyn, N. Y., worked out a plan that has created unusual enthusiasm among its retailers. What is more, this plan has accomplished something that is actually rare—it has induced dealers to furnish copy material. The company makes several low-

The company makes several low-priced candies—"Peaks," "Mason-mints" and Mason's "Black Crows."
Until two years ago, "Peaks" and "Masonmints" were pushed as leaders, while Mason's "Black Crows" were manufactured and sold without any particular effort. At that time the company realized that in "Black Crows" it had a product which afforded great profit for all concerned and that this product ought to be pushed. It decided to advertise this licorice candy extensively and let down on the advertising of the other products. As a result, "Black Crows" have been advertised for two years in large newspaper space and car cards. Direct-mail and business-paper advertising has been directed to the

A few months ago it occurred to the company that small space in newspapers might be used effectively. There had been notable successes in other fields with small space. Why couldn't it be adapted to advertise a five-cent candy? It was determined that there were undoubtedly possibilities in small space for "Black Crows," but just how successful this advertising would be had to be proved. A small advertising schedule was laid out so that the idea might be tested.

Then there was the question of copy and the type of appeal. As a matter of fact, it took several weeks before some one recalled an investigation that had been made among retailers to determine why people bought Mason's "Black Crows." Copies of a printed card had been distributed among New York retailers to secure this information. The following facts had been sought: Time the customer called, his or her occupation, age, height, reason for buying, and the name and address of the retailer.

The reasons people gave when they were asked why they bought "Black Crows" were so entertaining that it was immediately recognized that they supplied ample material for copy purposes. Another good point was that the cards returned were actual reasons given by many types of people for buying the candy. There was nothing faked or forced about them. In other words, the company discovered that it had in its hands some highly valuable testimonials.

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some highly valuable testimonials.

Some of the reports handed in by retailers were:

A carpenter said he swallowed so much dust while sawing that he wanted something to keep his throat moist.

A chauffeur said he liked to chew "Black Crows" while driving because he couldn't smoke.

An iron worker found "Black Crows" relieved a tickle in his throat.

A salesman said, "Being a smoker, I take a few 'Black Crows' to soothe my throat."

Another customer said he for-

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merly used cough medicine but he found that "Black Crows" are more efficacious.

A few advertisements were prepared with one testimonial forming a basis for each advertisement. The advertisements ranged in size from twenty-eight to forty-two lines in length, single column width, and were prepared in the manner of classified advertisements. They were inserted in several newspapers in New York so that the idea might be tried out. Some of the first advertisements to appear were:

#### STENOGRAPHER

A young lady, blonde, about twenty years old, obviously intelligent and discriminating in her taste, was seen to purchase a package of Mason's Black Crows from the International Chemist Shop candy stand at 953 8th Ave., N. Y. C. This was about 12:15 p. m. on November 19th. Height about 5 ft. 2 in.; black dress, tan coat, no hat. She is believed to be a stenographer or office worker.

She is believed to be a stenographer of office worker. If she will identify herself by mail to R. F. Mason, 22 Henry St., Brook-lyn, she will receive a gift in apprecia-tion of her remark that she "knew her candy."

#### GOLFER

GOLFER

A gentleman of about 35 on Saturday last week gave the candy clerk at W. Bloom's Store, 344 E. 176 St., a quarter and received 5 packages of Mason's Black Crows. He told the candy man that he "used one package of Black Crows for golf tees and ate the other four while playing." It seems the shape of these licorice flavored candy drops makes them ideal for the former use, while their taste makes them popular for the latter.

However, if this gentleman will forward his name and address he will receive a package of wooden golf tees with our compliments. Address R. F. Mason, 22 Henry St., Brooklyn.

#### AVIATOR

Young man, about 30, tall, athletic appearance, who gave his occupation as an aviator, purchased a nackage of Mason's Black Crows on Nov. 20 at the candy counter of A. Bersch, 950 E. 163rd St., Bronx. When questioned, he explained that Black Crows are soothing to the throat and take the place of a good smoke while flying. If this gentleman will identify himself by mail to R. F. Mason, 22 Henry St. Brooklyn, we shall be pleased to send him a sunply of his favorite candy with our compliments. our compliments.

#### PERSONAL

On a northbound B, M. T. Subway train about 8:30 on Nov. 19th, a young lady was overheard to say that she "always ate Mason's Black Crows before soing home from a party, because their licerice flavor entirely eliminated an objectionable breath." To us this is a

new use for our candy. However, we have verified the young lady's opinion by actual experiment and if she will communicate with R. F. Mason, 22 Henry St., Brooklyn, we shall be pleased to properly compensate her for this valuable information.

Every advertisement carried the name and address of a retailer. It was found that the retailers became greatly enthusiastic over this publicity. They reported that customers had come into their stores carrying copies of the advertisements and commenting upon their originality. One retailer said that his sales of "Black Crows" more than doubled when an advertise-ment appeared mentioning his name.

The odd thing that occurred was the number of replies which came to "R. F. Mason," a fictitious name. Here are a few of the letters which were received:

#### Dear Sir

Dear Sir:

The writer is not quite sure whether she's the one referred to in the above clipping, but here goes anyway.

I'm of the age and description therein, except for the height, which in my case is 5 feet 3½ inches. My coat is of a brownish color racoon, but I recall being up around the section you describe, and I have been buying "Black Crows" since I saw them advertised, and almost every time I see them on a stand, and when I'm all out of my supply then I buy some more. If you think I'm not the person, then just throw this note away—and let me continue buying "Black Crows" when I need them.

continue I need them.

#### Cordially yours. Delphine.

P. S. Instead of giving my address, I have given my telephone number at the head of this letter,

One young man takes the liberty of sending his picture along with the following note:

#### Dear Mr. Mason:

Dear Mr. Mason:

I happened upon your advertisement in reference to a young man at Nedick's Orange Juice Stand on November 19. remarking upon "Black Crows." I don't remember if it happened on the 19th or 20th, but I remember being there one afternoon, remarking upon "Black Crows." You can always out me down as saying: "I prefer 'Black Crows' to a cigarette any time."

Yours sincerely

The advertisement headed "Aviator" apparently attracted the person concerned, for he writes this amusing letter:

#### Dear Mr. Mason:

When your man accosted me in a confectionery shop uptown I had no

## LOOK FOR THE IDEA

Don't Worry Whether Commas or Semi-Colons are Used

I THINK the sentence should end there, then a new one started. Cut out the semi-colon and put in a period."

"The third finger of the woman's right hand, where it rests on the boy's shoulder, seems a little too long to me—notice it, Jim?"

"Don't you think it would be better to say 'advised' instead of 'recommended' here?"

Maybe so.

So we mark out the semi-colon and shorten the lady's finger, change "recommended" to "advised"—and too often Over-LOOK the big thing: the BASIC IDEA of the ad.

Mrs. Jones, whose money we are trying to entice into our cash register, being in a great hurry anyway, doesn't particularly notice the lady's third finger, or the exact punctuation of the text, or the precise shading of the words, when she sees the ad in her magazine.

She simply gives the ad a casual 5 to 10 seconds to INTEREST her or not.

And the ONLY thing that will possibly interest her to the point of Spending Her Money is a good Reason Why she should buy.

That "reason" does not rest on the little things in an ad but on the Selling Idea that ad presents. And rests solely on that factor. If the right IDEA is there, the ad will sell, regardless almost of everything else.

That is because the average reader does not approach an advertisement as an art or literary critic; but as a potential purchaser, careful, canny—and warily opposed to being "sold."

All the beautiful words known to literary art won't achieve that result unless the IDEA they present is a SELLING idea.

An ad with that kind of idea, even with mediocre "art" and loose English, will sell ten times as many people as the Perfect ad from an Artistic or Literary viewpoint, without it.

Obviously, advertising should be presented with an eye to excellence of diction and illustration. Simple words, simple terms, simple phrases and attractive illustration.

BUT—above all things and everything—it must present a real Selling Idea.

Look for that first when judging advertising. For the Selling Idea is the basic factor in determining whether or not an advertisement pays.

## BLACKETT-SAMPLE-HUMMERT, Inc.

58 East Washington Street, Chicago 250 Park Avenue, New York

idea he was getting copy. My consternation and dismay upon reading the attached advertisement in today's World would have been increased had my name also been solicited.

As a matter of fact, we have used "Black Crowa" for shirt buttons sewing them on in absence of the original buttons. They wear well, but the laundries eat them off again. They are also handy things to have about when you want to attract the attention of an unairworthy passenger. airworthy passenger. Seriously, my con

my congrats on your new

and interesting series.

Yours very truly,

Still another attached a clipping of one of the advertisements with this comment:

That's me-and How!

A talkative young man writes:

Gentlemen:

Gentlemen:

I would like to say a few words regarding Mason's "Black Crows."

The nature of my work requires my talking to hundreds of people daily and I find that Mason's "Black Crows" not only purify the breath but relieve hoarseness as well. Furthermore, it is the biggest nickel's worth that can be bought. I not only eat two packages each day myself but I get strict orders from my family, "not to forget 'Black Crows' tonight."

Yours is an outstanding product to-

Yours is an outstanding product to-day and a big seller everywhere. You have my permission to use this letter

as you see fit.
Wishing Mason's "Black Crows" continued success,

Yours very truly,

To all persons writing to "Mr. Mason" a courteous letter is sent together with a sample carton containing eight boxes of "Black Crows."

The advertising created so much comment that the campaign will now continue indefinitely. Through this new type of advertising for low-priced candy it has been possible to increase the number of newspapers used, without increasing the advertising appropriation. Two advertisements are inserted in each newspaper twice a week. The advertisements are not repeated. Every one appeals to a different type of person and the copy is made to chime with the various classes of newspapers.

Since the campaign proved successful in New York, there are possibilities of carrying it into other cities. Inasmuch as the company does not have the close contact with retailers in those cities that it

has in New York, a special mailing piece is being prepared to send to cities in New England and the Middle West, as far as Chicago. This will explain the campaign and show copies of the advertisements that have been used. Retailers are offered \$1 for every testimonial submitted. Another mailing will go to New York retailers to get further testimonials which can be used to continue the advertising, No reward was given to those retailers who sent in testimonials used in the first advertisements. but now that the campaign is well under way, they, too, will receive a dollar for any testimonials submitted in the future.

Wherever possible, the company will insert in its advertising, statements to the effect that "Black Crows" should take the place of

cigarettes.

A lesson might be learned from this company's experience, for it has discovered a way to get retailers to supply copy angles and at the same time gained their goodwill and enthusiastic co-operation.

Changes in "Soda Fountain Magazine"

Commencing with the January, 1929, issue, the type page size of The Soda Fountain Magazine, New York, will be reduced to 5½ by 8½ inches. With this same issue, it will be amalgamated with Fountain and Candy Topics under the name of Soda Fountain with which is combined Fountain and Candy Tabics is combined Fountain and Candy

which is combined Fountain and Canay Topics.

Under a new policy, two sections will be published. One section taking the place of the old Fountains and Candy Topics will contain practically the entire editorial content of the other section, but will include only that advertising which has been purchased on the full circulation of both sections.

Appoints S. W. Frankel

Agency T. Kirkpatrick & Company, New York jewelers, have appointed the S. W. Frankel Advertising Agency, Inc., of that city, to direct their advertising account. Newspapers and magazines will be used.

Made Vice-President of Grif-

fin, Johnson & Mann Arnold S. Breakey, who has been with Griffin, Johnson & Mann, Inc., New York advertising agency, for about a year, has been elected vice-president of that agency.

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BOYS' LIFE.

Tenafty, N. J., November 27, 1928.

2 Park Avenue, New York City, N. Y.

Gentlamen: About a year ago my son became a member of a Scout Troop. Since that time I have been following, with interest, the influence that your organization has upon him.

Not only has this training proven of inestimable value to the boy himself, but it has also reacted in a very favorable way in his actions in the home. Many times during the past few months he has made suggestions as to certain utilities for the home which have proven advantageous.

The Scout movement is undoubtedly contributing to the future of the country by making good citizens of our boys.

Very truly yours, (fligned) B. H. De MOTT.

MODERN young men are well acquainted with the intricacies of motors, radios and other family utilities. In the home their opinions are respected. It is little wonder that their influence is often the deciding factor in the choice of an article. When it comes to the things that affect them personally they have the last word.

BOYS' LIFE readers will in just a few years be the core of American Life. They are the up and coming fellows who form the Scout Movement in all sections of our country. Advertising to them will be advertising to a judicious and receptive audience.

Boys\*Life

Boston

New York

Chicago

Los Angeles

## Pointing to your dealers . . .

This new Bell System service in classified telephone directories will tell 12,000,000 telephone users where to buy your product locally

Put yourself for a moment in the place of the consumer:

Suppose you have just read a convincing advertisement. One that has aroused your desire for a product to the point where you are persuaded you need it—and must have it.

You go to the nearest dealer who sells that sort of merchandise. But he doesn't happen to have the brand of which you have read. You try another store, and meet the same situation.

Won't your enthusiasm cool?

advertising, you become discouraged by not knowing at which store you can find the product. And, if you are an average person, you either buy a competing brand or lose interest altogether.

In The Saturday Evening Post, The Literary Digest and

"Sold" by a splendid piece of

In The Saturday Evening Post, The Literary Digest and newspapers throughout the country, the Bell Telephone System will soon announce to the public a quick and convenient way of shopping for advertised goods. It is the new "Where to Buy It" service in classified telephone directories.

In them column space is sold to the manufacturer, who may display the name of his product, his trade-mark, a short description of the product, and the phrase, "Where to Buy It"... followed by a list of his local retail outlets. These local listings may be bought by the manufacturer to insure fullest benefits from the service. Or they may be bought by the dealers themselves.

By means of this service you



Her classified telephone directory tells Mrs. Lewis where she can buy your product.

"WHERE TO BUY IT"

#### Model Makers

Bower & Campbe

263 Forthampton, BAG t Bay 285
Butterworth John N & Co 216 High, MAN each-52
Day George F 21 Havechill. RICh hand-167
FRASEE B 85 Purchase. MAN each-52
Perris & Aub 26 Lime. BOW date-2926

#### Mohawk Rugs and Carpets

DEAUTY QUALITY VALUE



"WHERE TO BUY IT"

ADLOW PURNITURE OF STREET, STR

PARE FURN 64 NET Wash ... MAN cock-368 RUISELL FURNITURE 60 TV Count NAY mit-445 SUMMERFIELD 60 T29 Wash .. MAN cock-610

#### Money Exchange

Colpitts Tourist Co & Honey Enthange SH2 Weeh. LIB erty-3533 Lithumian Salm Corpn 2018/2-advay. 509 Bzs-2334

#### Money to Loan

Service Load Ct une CEL.

ATTRAS BARY 273 With Will hard-stLATERAS BARY 273 With Will hard-554
(See Advertisement This Page)

Beyinton Load Ct 123 Stuart CAS green-955

Bradfriel N G 263 Wigh.

Budding Newly B 43 Tree.

HAY main-322

Barend Load Co 400 Mhos ar. MAY main-322

Barend Load Co 400 Mhos ar. MAY main-324

Barend Load Co 400 Mhos ar. MAY main-324

Barend Load Co 400 Mhos ar. MAY main-324

Barend Load Co 400 Mhos ar. MAY main-342

Bare

—as manufacturer and advertiser—can send consumers straight to your dealers. 12,000,000 copies of these directories are distributed throughout the country every six months.

To make your use of this service complete we suggest you include in your advertising a phrase similar to the following: Your nearest dealer is listed in your classified ("Where to Buy It") telephone directory under the heading—.

This service is also a valuable aid to your dealers, because it provides a direct link between them and the consumer demand created by your advertising. The service already features many advertised

Rach product is listed alphabetically under its own name, together with a list of local dealers. The column section reproduced here is about three-quarters actual size.

products. Call the business office of your local Bell Company today . . . and list your product and trade-mark to appear in the next editions of the Bell directories. Or write the Directory Advertis-

ing Manager, American Telephone and Telegraph Company, 195 Broadway, New York City. Advertising agencies are allowed the usual commission.



Dealer good-will and profits are built up when you use this service to lead the consumer to his store.



THE NEW SERVICE IN YOUR CLASSIFIED TELEPHONE DIRECTORY

### What a Dentist Thinks of Dentifrice Advertising

The Dental Profession Is No Longer Content to Be Passive in the Face of Misleading and Extravagant Claims

An Interview by C. B. Larrabee with

#### Martin Dewey, M. D., D. D. S.

President Elect. First District Dental Society of New York

Unethical dentifrice advertisers will hesitate before using that familiar "Ask Your Dentist" in their copy if Dr.

Dewey is voicing the views

of the majority of his pro-fession—and he undoubtedly is. "Don't Ask Your Den-

tist" may be a safer phrase.

The recent action of the First District Dental Society

of New York should be

looked upon as handwriting

on the wall by the super-

advertisers in other fields

who think their exaggerated

claims can do no harm. It

soon may not be safe to say "Ask Your Dealer" or

"Ask Your Dealer" or "Your Plumber" or "Your

Doctor."

THERE is no doubt that the dental profession owes a great debt to ethical dentifrice advertisers. They have helped greatly in making people conscious of the need for methodical care of the teeth and thus have performed a distinct service to the public. You will find few dentists who are not

willing to acknowledge the impor-tance of this ser-

"On the other hand, there have been a few advertisers whose desire for sales at any price has conquered their ethical sense. As a result, the market is well supplied with preparations which have little or no medicinal value-some of them, indeed, in certain instances may have a distinctly harmful effect-and yet which are advertised as being curative or

preventive agents in the treatment of pyorrhea, acid mouth, etc. This advertising has reached such volume and has made such an impression, that the dentist of today who has any respect for his profession or any sense of his obligation to his patients has been forced to change his attitude from one of passive disapproval to one of active con-

demnation."

Martin Dewey, recently elected president of the First Dis-trict Dental Society of New York, the second largest district dental society in the United States, was commenting on the action recently

taken by the society in officially condemning extravagant and misleading dentifrice advertising. The thoughts expressed by Dr. Dewey in this interview are not official in the sense that he is speaking for the entire membership of the society, but the interviewer, after talking

with a number of the leading den-tists of New York City, believes that Dr. Dewey's views pretty well express the feeling of the outstanding mem-bers of New York's

dental profession. "The only danger that I can see in the society's ac-tion," continued Dr. Dewey, "is that it will be taken as a condemnation of all dentifrice advertising. A careful reading of the resolutions will show that this view is quite false. There are a number of advertisers

no extravagant claims for the unusual properties of their products but present them as what they actually are - effective, pleasant means of keeping the teeth and gums clean. As a dentist, I am heartily in accord with these advertisers and feel that they are performing a real service.

"I know from my own experience and from talks I have had with my colleagues that eventually almost every patient asks his dentist about dentifrices. It is in the course of such discussions with patients that we find out how much harm is sometimes done by the

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misleading and extravagant claims

of some advertising.

"The dentist of today believes that there is very little positive curative or medicinal value in the average dentifrice. The chief function of a dentifrice is to clean the teeth and, properly used, a good tooth paste and powder will further oral health by washing away some of the things which may eventually cause diseased conditions if allowed to remain.

"Some dentifrice advertisers entirely overlook this function of their products and place the burden of their sales arguments on the curative or preventive qualities their products are supposed to possess. There have been advertisers who claimed that their products would cure pyorrhea. Any dentist knows how impossible of proof such a statement is. Yet I know that there have been numerous instances of patients who have believed hopefully that by brushing their teeth night and morning with certain preparations they have been pyorrhea. curing conditions of Right there is where the definite harm is done by extravagant advertising.

"I know of no dentifrice on the market today which will cure even a light case of pyorrhea. In fact, I know of no dentifrice which will have a marked effect in preventing pyorrhea beyond that of keeping the teeth and gums partially free from certain factors which may contribute to pyorrhea. The treatment of pyorrhea involves certain definite steps which cannot be avoided by any short cut offered

by a dentifrice.

"The same things hold true in a general way in the treatment of acid mouth conditions. Again we find that a dentifrice may be of help in preventing such conditions by keeping the mouth clean, but to lead patients to believe that they can completely eradicate acid mouth by the use of necessarily small quantities of any dentifrice is to make an extravagant claim.

"Indeed, there are certain dentifrices which may aggravate rather than alleviate some diseases of the teeth and gums. To use laymen's terms, there are certain diseases of the mouth which may be aggravated by the use of the drugs contained in some brands of tooth paste which set up chemical reactions that are distinctly harmful. These drugs may be of no harm in some conditions and harmful in others. Yet the advertisers backing their particular products claim that they have cure-alls which will help almost any condition of the mouth or teeth.

"I might go on at some length pointing out instances of advertising which is harmful. As a dentist, it is natural that I should resent such advertising. As a servant of my patients it is natural that I should be alarmed by the magnitude of this extravagant and

misleading advertising.

"Dentists also resent the efforts of a few unethical advertisers to throw a sop to the profession by referring patients to their dentists. If they feel that something of this kind will keep a professional man from stating his beliefs as to the merits of any commercial product, they are making a grave mistake. We appreciate the efforts of the ethical advertisers to make people aware of the necessity of regular visits to a dentist, but we resent the efforts of manufacturers of products that are advertised in a misleading way to use our profession as a cloak for their claims.

"The time has arrived when the dentist feels that he must express his disapproval of misleading and extravagant claims. The First District Dental Society of New York has done so officially and I hope that other similar societies will follow our lead. In addition, the members of the society feel that in their own practice they are only performing a necessary duty when they do what they can to combat

vicious statements.
"I should like to make clear one thing. The dentists are not acting selfishly in this matter. So far as the misleading advertising is concerned it is doubtful if it has ever harmed any dentist's practice from

the economic side.

"Dentists, however, have a professional duty toward the public at



Chicago Elevated 509 S. Franklin St.

# Business <u>is</u> good in Chicago

These leaders in business and finance predicted the presidential year would not affect business prosperity in Chicago.

They were right!

We have just completed another successful year.



Advertising Co. Chicago, III.



#### "Who wants the neck?"

Father's little joke—forgiven because it's Christmas.

"We have a nice, juicy market. Want the neck?"

You were never asked that question. But many an advertiser who thinks he's getting all white meat is getting only the neck, out of an impressive circulation really reaching only a small percentage of interested reader-buyers.

Now for contrast, look at Child Life's circulation -200,000, 35c a copy. All to families, with children! All to families with incomes and standards of living far above the average. People with the widest range of interests and needs. Buyers!

Here Quaker Oats, Fels-Naptha, Cream of Wheat are advertised regularly. Royal Baking Powder, Horlick's Malted Milk, Jell-O, too. Santa Fe, Northern Pacific Railway, Keds, Crayola, Add-a-pearl... and many others.

How about your product? Do families buy it? Then by all means get a complete report on Child Life. From your agency. Or write to us direct—536 S. Clark Street, Chicago.

## CHILD LIFE

RAND MCNALLY & COMPANY

Publishers

large. We know scientific facts about oral hygiene which are not known to the general public. We know how silly are some of the devastating pictures drawn by advertisers and how utterly impossible are their claims. The public does not. It is, therefore, our professional duty to do all we can to combat misleading and extravagant claims since, as servants of the public, we see a danger to the

"The dentifrice performs a useful function, and every dentist of my acquaintance recognizes this func-We welcome advertising which furthers proper care of the On the other hand, we condemn in no uncertain terms the advertising of a few advertisers who are highly unethical in their claims and who may be selling highly abrasive or chemically dangerous preparations to their cus-Even if a dentifrice is not harmful, even if its habitual use will tend to create a healthy mouth, we resent advertising for that dentifrice if it makes extravagant claims as to the product's curative or preventive properties.

The dentifrice advertisers have Those who reached a cross-road. continue on their path ethically may look for the utmost support from the dental profession. who persist in unethical advertising will find every day more and more dentists in opposition to them. To the publishers and advertising agents of the country I think I may safely say that they have the hearty support of the dentists in any efforts they may make to eliminate misleading statements and exaggerations from the advertising of dentifrice manufacturers."

#### Hollander Appoints B. B. D. & O.

The L. P. Hollander Company, operating women's specialty stores at Boston, New York and Paris, has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising account.

## "Automobile Digest" Changes

The Automobile Digest, Cincinnati, has changed its type page size to 7 by 10 inches.

#### Curled Hair Account to Vanderhoof

The Chicago Curled Hair Company, Chicago, maker of Certified curled hair for overstuffed furniture, has appointed Vanderhoof & Company, advertising agency of that city, to direct its advertising account. Newspapers and magazines will be used in a campaign to establish consumer acceptance for this product.

#### New Advertising Business at Birmingham

Ralph Silver, formerly of Cox & Silver, Inc., Birmingham, advertising agency, and Harry J. Douce have organized a new advertising business at that city under the name of Silver and Douce.

The Alabama Rock Asphalt Company, Birmingham, has placed its advertising account with Silver and Douce.

#### S. S. Newell to Direct Sales of Hugh Lyons & Company

S. S. Newell, formerly manager of the Chicago territory for Hugh Lyons & Company, Chicago, display fixtures, has been made general sales manager of that firm. P. H. Featherly, formerly representing the Lyons company in Iowa and Nebraska, has been made manager of the Chicago office.

#### J. V. Hughes with H. L. Stedfeld Company

John V. Hughes has joined the executive staff of The H. L. Stedfeld Company, New York, advertising. He formerly was with the Joseph Richards Company, Inc., now part of the Barrows, Richardson, Alley and Richards Company. He also has been with Lennen & Mitchell, Inc.

#### W. V. Taylor, President, W. S. Quinby Company

Warner V. Taylor, a director of the W. S. Quinby Company, Boston, La Touraine coffee and tea, has been elected president of that company to succeed the late W. S. Quinby. Mr. Taylor has been associated with the company for the last twenty-five years.

#### Walter Rubens Joins Faxon, Inc.

Walter Rubens, formerly with the Gundlach Advertising Company, Chicago, as an account executive, has joined Faxon, Inc., of that city, in a similar capacity.

#### Now with Reardon Agency

Norman Snodgrass, formerly with Walter Du Bree Advertising, Inc., Denver, Colo., is now in charge of the Reardon Advertising Agency, of that city.

#### That Convention Program

PACIFIC ADVERTISING CLUBS ASSOCIATION SAN FRANCISCO, CALIF.

SAN FRANCISCO, CALIF.

Editor of PRINTERS' INK:

A request for assistance.

The Pacific Advertising Clubs Association (District 12 of the I. A. A.) will hold its twenty-sixth anniversary convention next June 16th to 19th, inclusive, K. L. Hamman, president, is very anxious to outline a constructive and interesting program and has asked me to write you for suggestions.

General sessions will be held during the mornings of June 17, 18 and 19—with time for approximately three speakers each day. "Group meetings" (departmentals) will be held during the afternoons of the 17th and 18th. It is Mr. Hamman's desire to build the program around "topics" rather than around speakers, with due attention, however, being given to the type of speakers.

With this general outline before you,

of speakers.

With this general outline before you, possibly you will be so kind as to offer us some suggestions relative to definite topics and speakers.

Hanney G. SMITH.

HERBERT G. SMITH, Executive-Secretary.

'HE president and executive secretary of the Pacific Advertising Clubs Association deserve high praise. PRINTERS' INK in its forty years of existence has seen many conventions of many indus-It has seen good, bad and indifferent conventions, and it has, in different ways, learned much from them. The chief reason for the bad and indifferent convention, to its mind, has always been a last-minute or a carelessly arranged program.

We hold up these two officers of the Pacific Advertising Clubs for praise here because they are at work six months in advance on their convention program.

Creating a convention program is, in many respects, a job that is on all fours with that of edit-

ing a publication.

Just a few weeks ago, in the
November 29 issue, to be exact, the Little Schoolmaster in his classroom columns told readers of PRINTERS' INK exactly how PRINT-ERS' INK was made. What he said at that time is, in our opinion, a real and valuable guide to the Pa-cific Advertising Clubs, not only hecause the job of making a con-

vention program is parallel, in certain ways, with that of editing a publication, but also because those who will attend the convention of this important Pacific Coast association are part of the audience regularly reached by PRINTERS' INK and PRINTERS' INK MONTHLY.

In view of these facts, and since we agree with Mr. Hamman and Mr. Smith that the subjects to be discussed should be selected before speakers are sought, we would suggest that the Pacific club organization build its program in part on the specific topics that the Little Schoolmaster set down as "the ten questions on advertising and sales matters" that are now most frequently asked by readers of PRINTERS' INK. Those ten questions we repeat here:

1. Methods of determining the total advertising appropriation.

2. How to apportion the advertising

How to apportion the advertising appropriation.
 How to determine sales quotas.
 How to fix sales territories.
 How to sell to chain stores and department stores without jeopardizing sales to wholesalers and independent.

retailers.

6. Information on merger questions.
7. Inter-industry competition — (the so-called "new competition").

8. Instalment selfing.
9. Selecting a trade-mark.
10. Covering small towns without

The Pacific Clubs Association should go to Pacific Coast advertisers who can answer these questions in the light of their own experiences. The Jantzen Knitting Mills, a Pacific Coast organization and one of the most sensational advertising successes of recent years, could give help on several of these questions. The Sperry Flour Company, which not so long ago absorbed the Portland Flouring Mills, could talk to the point on merger problems.

In following this plan, this particular association, we feel safe in saying, will not only have a pro-gram that will repay its delegates, but it will also save money for itself. It will save money by foregoing the very unnecessary luxury of importing professional conven-tion orators who so often are nothing more or less than professional entertainers.-[Ed. PRINTERS' INK.

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## If You are Selling to Women

there is much of interest to you in the following:

- 1 The Christian Science Monitor is essentially a home paper and goes into the kind of homes you want to reach. A little more than 85 per cent. of the Monitor's circulation goes directly into the home under wrapper.
- 2 The readers of the Monitor, as a rule, make it a point to supply their needs from the advertising columns of the Monitor.
- 3 The Monitor supplies something which no other newspaper and no magazine is able to provide, namely, retailers in hundreds of cities who themselves advertise in the Monitor and mention in their advertisements manufactured goods nationally advertised in the Monitor.
- 4 The Monitor publishes Household pages, containing news and feature matter of particular interest to women and carrying advertisements appealing especially to women.

## The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

Published by The Christian Science Publishing Society, 107 Falmouth Street

Boston, Mass.

NEW YORK CHICAGO, SAN FRANCISCO LONDON 270 Madison Ave. 1058 McCormick Bldg. 625 Market St. 2, Adelphi Terrace

#### 100 Checking Points for Advertising Salesmen

(Continued from page 20)
this way? Have you any right to take the agent's time unless you can at the same time increase his profit? Simply telling him about your book won't do it.

55.

Your clothier has no more right to take your money and not deliver the overcoat it pays for than you have to take a man's time and give nothing in return.

56.

Do you make enough worthwhile calls? It is an axiom that the getting of orders is in direct ratio to the number of worthwhile calls you make. Have you found that effective middle path, a great many calls with a minimum of waste?

57.

You are trained to sell just one thing and adapt it to any and all conditions. It is your business to sell it or at least talk about selling it whether the agency or client needs it or not. It is hard to do this sometimes and keep your self-respect, isn't it?

20

The space buyer has to see you. He has to sit and listen. If he gets restless (especially if your publication is a great publication and his agency is a small agency), he knows that you can make it very uncomfortable for him with the client. Lose him as little money as you can!

59.

Don't place yourself or your proposition under a microscope and beg the advertiser to look. Put an idea before him, then look at it together and discuss it. This will keep your self-respect—besides, a good idea can work more effectively than you can.

60.

Have you learned to separate in your talk, guesses, rumors and hunches from facts? Do you hate half truths as the devil is said to hate holy water?

61.

A friend is the greatest thing in life. Counselling with a prospect as you would with a friend is by no means a weak approach.

62

Be sure that what you present as "facts" really are facts. There is nothing so destructive of confidence in you as to have a buyer find that your statements are untrustworthy.

63.

Do you accept the other fellow's battleheld, or choose your own weapons? Some men "argue" their publications in the light of the competitor's arguments. Others build a case that makes comparison with competitors almost impossible

64.

Do you give the agency man a glimpse of your weakness by going at him with this, "Mr. So and So says that he is for my publication and that if you will put it on the list it is all right with him"? Usually this means exactly this—you have not sold Mr. So and So. Besides it is questionable tact.

65

Be careful that you do not force the buyer into a position where he must justify the purchase of space in your competitor's medium. He'll probably marshall all its strong points against you and like as not dig up some he has not realized before, thus confirming his judgment of his first choice.

66

Resist correcting the man to whom you are talking! Interrupting him vehemently with, "now there is where you are wrong. Let me show you," may satisfy your vanity, but the ten or fifteen minutes it takes to "show" him might better have been spent in letting him finish talking.

67.

Belasco, testing a young actor friend of mine, said to him, "Go outside and let me see you enter this room and sit down." Have

Cypographers Who Prove It With Froofs!

At this season, sacrosanct

to the Old Gentleman with the everwagging whiskers and the never-sagging tummy, we voice the warm wish that your Christmas may be ornamented and bordered with brightest cheer and that the New Year may prove to be a bottomless font of health and happiness.

FREDERIC NELSON

## PHILLIPS

314 East 23rd Si., New York

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Suy Christmas Seals-Fight Cuberculosis



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# 269,012

261,187 OCTOBER

> 251,072 SEPTEMBER

248,546 AUGUST

THE KANSA

## A New High Record

FOR the sixth successive month The Kansas City Star has broken its circulation records. The November average of 269,012 subscribers is a new all-time mark. Advertising has kept pace. In November The Star printed 2,647,084 lines of paid advertising, a gain of 121,494 lines over November last year and the largest November total in the history of The Star. The detail of circulation, November averages, follows:

	Evening	Morning	Sunday
City—	1928155,328	154,409	1 <b>52,367</b>
	1927144,120	140,852	142,9 <b>7</b> 9
Suburban—	1928 28,983	28,853	28,530
	1927 24,654	24,606	27,479
Country—	1928 84,701	85,563	122,078
	1927 79,547	79,844	118,750
TOTALS-	1928269,012	268,825	302,975
	1927248,321	245,302	289,208
	20,691 Ga	in 23,523 Gain	13,767 Gain

CITY STAR



On October 1, 1925, the average circulation for the morning Daily News was only 8,543. A few weeks ago, on October 1, 1928, it had grown to 18,737—an increase in three short years of 10,194! Add the Evening Globe, and the advertiser secures a circulation (November average) of 28,452 daily, and 26,248 Sunday—truly a dominating coverage of a prosperous, important market.

### Amarillo News-Globe

Morning-Evening-Sunday

National Representatives
TEXAS DAILY PRESS LEAGUE
Chicago Kansas City

New York

Dallas

you learned the best way to enter an office when you are about to make a solicitation? Are you hurried, hesitating or slouchy?

68 Be natural. So many are not. They strain, they fuss, they are anxious, they hurry and sometimes are plain incoherent. Just be your plain, natural good self. Please think this over.

Be persistent, but let it be intelligent persistence. A goat can butt persistently against a stone wall, but can't get far.

Don't cut in before the man talkmg has finished. By breaking his chain of thought you can easily shut off exactly the information you most wanted.

Don't overstay your call. When you have told your story, stop. It is very easy to talk yourself out of an order you had practically landed.

72.

Be a good listener. You can never know what the other fellow is thinking about unless you let him talk. Besides he probably likes the sound of his own voice once in a while as much as you do yours.

The last time you pounded the table, did you notice the bored look on the face of the man you pounded to? Pounding is "old stuff."

Don't pester! If you must insist, be very careful that you do it without giving offense and so work yourself out of the picture. Don't just worry a busy man.

Learn to ask questions naturally! Often it is the only way you can find out what is in the other fellow's mind. Not seldom from his answers you get good material to use as you talk.

76.

Don't bring in the big man to Do you hesitate to see big men? clinch the deal. The moment he You can grow only as you get

comes into the picture you have thrown the prospect on his last line of defense and developed in him his utmost antagonistic resistance.

Are you a "yepper"? If you

are, you agree because you think the man you are talking to would like to have you agree with him. Each time you do this you are weakening your independent judgment; presently you will be little

Leave open the path to go back again—never mind how heated was the argument! Establish yourself in a plane, when knowing that you never call without contributing something, the agent or advertising manager will always be willing to see you.

79.

Was your last expense sheet fair?

80.

Do your orders come clean? Are there no conditions, implied or otherwise, not directly rate cut-ting-perhaps, favors to be done that would not be offered to everyone? Such practice can easily become fixed technique.

81.

The advertising profession has one pronounced weakness-gossip. Don't waste your time spreading gossip whether it is true or not.

Every time you have to be nursed, it costs your house real money. Never making a move without getting help will not only hold back your development, but throw you farther and farther in the red.

83.

Some advertising managers and some space buyers are buffers. Some have little authority, but some have real authority. Learn to recognize the latter. Don't make the very real mistake of going over their heads. It can't be done successfully.

84.

involved with bigger and bigger situations and you can't do that without meeting big men. As a rule big men are much simpler than little men, only to get on with them you must have the real

85.

Have you gained for yourself a reputation for accuracy? Have you a good memory? Do you recall accurately and easily what was said at the last interview?

86

Are you kind, or do you take a good deal of satisfaction in placing the other fellow in a hole are you considerate, knowing when to push a point and when to let up?

87.

"Who is the man in charge of your advertising?" asked at the information desk is pretty much like the salesman at the front door asking for "the madam of the house." Get the name of the man you have to see before you call always.

88

Dwell on this. Would you just as soon get commendation as to what a fine fellow you are as an order? Or to put it another way, are you (deep in your heart) soliciting orders or compliments?

89

Be careful of over-dressing. One of the worst things that can happen to an advertising man is for the clothes he wears to outweigh in authority the words he is speak-

90.

Was that golf day a real expense item or did you make a desire to have a pleasant outing with a friend an excuse to translate that friend into a possible client?

91.

If you can't do so, learn how to write a decent letter. No letter on an important phase of advertising was ever "just dashed off." Learn to revise and polish until your letter does you and your house credit. As a rule a short letter gets more attention than a too long letter.

92.

Some trifles are so important that they are not trifles. Men go to astonishing limits of prejudice if their names are spelled wrong. When you address a letter, get the man's name right; don't skip the Christian name or, at least the initials. Mr. Jones—wever, Mr. J. H. Jones is better, but Mr. John H. Jones is better still. If he has a title, he will probably notice its omission.

03

Have you the ability of bringing dissenting minds together or is your bent to take sides even against the house you represent? It is obvious that the first is strong practice—the second destructive as well as weak.

94

How can you crack a "hard nut"? An able solicitor, a famous "hard nut cracker," told me that it was his invariable rule to study the man, find out his strong hobby and in a natural manner approach him from that strategic point.

95.

It is bad practice to present offhand schemes, guaranteed to cure (provided you get the advertising) troubles that have been worrying the advertiser ever since he went into business. I know a man who is headed for the rocks, just because he persists in these tactics.

06

What is a "shallow plate"? Do you know enough about mechanical production so that when there is a kick you can talk about the trouble naturally and with evident knowledge?

07

Don't become a "floater." It takes time to accomplish anything in advertising. Don't get impatient with your development unless you know you are getting nowhere. Another house may "give" you more. The question to ask yourself is, "Can I earn it"? And remember a weak situation has to bid for strength.

98

If the situation is first to be made ideal before you can successfully

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# Every Company Fixes Its Own Postage Rate—More or Less

Is it not a sound policy to adopt the practice of making the daily outgoing mail carry enclosures that talk your product—its advantages—use—possibilities?

By taking advantage of the unused margin of postage and using blotter enclosures, many a house keeps in intimate touch with the trade. But it need not—should not—stop there. Those dealers perhaps make extensive mailings as well as send out letters of adjustments and statements.

Supply your dealers with blotters and you induce them to give you the free circulation in their mail—they turn their wasted postage margin into direct-paying advertising. To omit enclosure advertising may make a real difference in sales.

Standard Paper Mfg. Co., Richmond, Va.
Makers of Ink-Thirsty Standard Blottings

# Why dodge a market that is looking for you?

Golf has grown to be a billiondollar business. It has one business journal that is closely watched by every golf club president, greenkeeper, chairman, house manager and professional in the U. S.

That is why GOLFDOM, The Business Journal of Golf, produces inquiries and direct sales on a basis of quick and substantial profit.

The golf market is actively and eagerly searching for ideas to better course and clubhouse construction and operation and pro-shop merchandising.

Your campaign in GOLFDOM will completely blanket the 5 men in every golf club who buy their club's supplies and equipment for construction, maintenance and operation.

Let us tell you specifically about what business you could expect from advertising in GOLFDOM so you can make the golf market a banner producer for you in 1929.



The Business Journal of Golf 236 M. Clark St., Chicago

Bastern: Western:
ALBRO GAYLOR DWIGHT H. EARLY
20 Vesey St.
New York City Chicago

Pacific Coast:
HALLETT COLB
1459 N. Catalina Ave., Pasadena, Calif.

operate, you had better get into some business other than advertising. I always feel that it is bad business and questionable taste to gossip, if not complain, about the lack of support you get from your organization.

It all gets down to this. That you are a nice fellow and that you are liked and that you have a nice book and space to sell are not sufficient in themselves to warrant the prospect buying.

You are probably working on the same proposition this year as you worked on last year. Are you trying all the time to improve your thinking, to improve your working methods, to cut down your waste time? Are you growing in your work? Take yourself aside once in a whole and through searching introspection find out.

## Young & Winn, New Advertising Business

Lloyd W. Young and Roy E. Winn have started an advertising business at Chicago, known as Young & Winn, Inc. Mr. Young, for the last three and a half years with the M. A. Ring Company, Chicago, previously conducted his own agency at Cleveland He is president and general manager of the new firm. Mr. Winn, formerly vice-president of The Maggart Corporation, is vice-president and treasurer.

### F. E. Risley Advanced by Masonite

F. E. Risley, Eastern sales manager of the Masonite Corporation, Chicago, has been made an assistant general sales manager of that firm. He will transfer his headquarters from Cleveland to Chicago on January 1.

### Appoint Fralick, Bates & Alward

The Mt. Vernon, Ill., Herald and the Chickasha, Okla., Daily Express have appointed Fralick, Bates and Alward, Inc., publishers' representative, as their national advertising representative.

### C. H. Seaver Starts Own Business

Charles H. Seaver, for the last eleven years an account executive with Fuller & Smith, Inc., Cleveland advertising agency, has started an advertising business of his own at that city. 0.28

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# New Accounts for Cleaveland A. Chandler Agency

A. Chandler Agency
Parfumerie Dollup, Inc., New York.
has appointed the New York office of
Cleaveland A. Chandler and Company,
advertising agency, to direct the advertising of L'Manda Lemon Cleansing
Cream and other toilet preparations.
Newspaper, magazine and radio advertising will be used.

The advertising account of the Laurence Company, Dettroit, manufacture
of the Laurence Pants Cuff Cleaner,
used by tailors and cleaning establishments, is also being directed by the
New York office of Chandler agency.
Business papers and direct mail are
being used.

The Stylist-and How to Treat Her

As though there were not trouble enough in selling to department stores, some one created the stylist whose chief function, say unkind manufacturers, is to "criticize and interfere." Today the stylist is an important factor in department store buying. Who she is, why she is, and how she can be appealed to by the manufacturer are told by Ruth Leigh in "How the Department Store Stylist Affects Manufacturers" on page 57.

To Represent Philadelphia Theater Programs in East

J. H. Platten Joins White Rock

J. Homer Platten has joined the White Rock Mineral Springs Company, New York, White Rock, in the newly created position of executive vice-president. He was recently treasurer and assistant secretary of the Motion Picture Producers & Distributors of America, Inc., New York.

Appointed Advertising Manager, Stromberg Motor Devices

H. A. Barkun, for the last three years with the Chicago office of Lord & Thomas and Logan, has been made, advertising manager of the Stromberg Motor Devices Company, Chicago.

George Bijur Joins Erwin, Wasey

George Bijur, recently advertising manager of Brokaw Brothers and as-sistant advertising manager of Weber and Heilbroner, Inc., New York, has joined Erwin, Wasey & Company, ad-vertising agency, of that city.



GROUP of wellknown artists rendering a complete service to Advertising Agencies.

CARL MUELLER ANTHONY HANSEN DOROTHY SCHNELLOCK FRANZ FBLIX JOHN HAMMER LESTER GREENWOOD S. M. Goldberg, publishers' representative, New York, has been appointed Eastern representative of the Philadelphia. This is in addition to the Eastern representation which he holds for the cities of Chicago, Detroit, Cleveland, Kansas City, Omaha and Los Angeles.

RÉ MARC

JOHN ROSENFELD

JAMES A. WADDELL

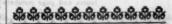
LOU NUSE RE MARC NORMAN STRAIN J. W. RASKOPF

# Konor & Peters

o (trobless)

Pent House

18 EAST FORTY-EIGHTH STREET NEW YORK CITY



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# $B_{ m rief}$ visits with famous

Originally, the talking machine was looked upon as an interesting toy. Victor's initial distribution was through bicycle shops. Then jewelers and furniture dealers were persuaded to take on the line. Now piano merchants and department stores are eager to represent the company.

From the day back in 1901 when Eldridge R. Johnson organized the Victor Talking Machine Company, he was convinced that the talking machine was more than a toy and he built a merchandising organization of the first water to sell his ideas to the country. When the radio came along and caught Victor unawares, its merchandising experience stood it in good stead and today Victor is in a stronger financial position than at any time in its history.

Like other prominent organizations which have built enviable reputations as merchandising authorities, Victor has been perfectly willing to share its merchandising knowledge with others. During the last ten years, more than 30\* extended editorial references to the Victor Talking Machine Company have appeared in the *Printers' Ink Publications*. Executives bearing the following titles furnished the material contained in these articles:

President
Vice-President
Commercial Vice-President
Manager of Sales and Merchandise
Advertising Manager
Director of Distribution

Naturally, the merchandising experiences of a company of this type are wide and varied. Consequently, the 30 editorial refer-

A list of these articles may be had on request. The list furnishes the titles of the articles and the dates of issues and page numbers on which they will be found.

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Sumber Two of a Series



# merchandisers

ences in *Printers' Ink* have touched upon a multitude of subjects. Among the topics discussed in these articles are the following:

How to Name New Models

The Story of the Victor Comeback

A Plan of Retiring Obsolete Styles

Training Retailers to Increase Unit Sales

Victor's Views on Hand-to-Mouth Buying

How Victor Advises Dealers to Handle Trade-Ins

How "Victrola" Trade-Mark Rights Are Protected

Getting Dealers to Stock Higher-Priced Items

What Victor Thinks of the Retail Clerk

Some Experiences in Catalog Building

The Annual Report as a Sales Aid

Getting Dealers to Trade-Up

It would seem that the same state of mind which indicates the advisability of sharing merchandising experiences with others, also indicates the sensibleness of tapping other fields for merchandising ideas. That is why the Victor organization subscribes for seven copies of Printers' Ink Weekly and four copies of Printers' Ink Monthly for the use of its various executives, including E. E. Shumaker, president; H. C. Grubbs, commercial vice-president; R. A. Forbes, manager of sales and merchandise, and W. L. Marshall, advertising manager.

**Printers' Ink Publications** 

# FOOD ADVERTISERS In Philadelphia

R OR the second consecutive Fall and Winter Season, The Inquirer is sponsoring Wednesday afternoon Food Lectures and Demonstrations by Mrs. Anna B. Scott, The Inquirer's nationally-known food economist. Not a series of three lectures—not special mass meetings staged to create a sensation among food advertisers—but a series of more than twenty-five lectures, held regularly, and to which women flock hours ahead of time to obtain the best seats. Standing room is always at a premium. Their interest is intense and sustained from October until Spring, and the only way to reach this interested body of consumers is through their own newspaper—The Philadelphia Inquirer.

GUARANTEE The Philadelphia Inquirer absolutely guarantees that every morning, before breakfast is served, over 75% of Philadelphia's worth-while homes have received their copies of The Inquirer from the hands of never-failing carriers.

# The Philadelphia Inquirer

Pennsylvania's Greatest Newspaper

Branch Offices

NEW YORK CHICAGO SAN FRANCISCO
9 East 40th Street 360 N. Michigan Ave. 5 Third Street

# Rating the Business Press by Editorial Standing

First Public Description of the Miller Plan

A N interesting and unexpected development of the discussion on "evaluating media," which featured the December meeting of the Technical Publicity Association, was the first public statement of the plan evolved by the Joint Committee of Associations, which is aimed at providing a new yardstick for measuring the relative value, to any given advertising program, of the various trade and technical publications suggested for use.

suggested for use.

B. H. Miller, advertising manager of The Permutit Company, is chairman of the Joint Committee of Associations, which includes representatives of the Technical Publicity Association, Association of National Advertisers, National Industrial Advertisers, National Industrial Advertisers Association, Associated Business Papers, and National Conference of Business Paper Editors. He is also chairman of the program committee of the Technical Publicity Association, and in that capacity presided at the meeting in question.

Some allusions having been made from the floor to the work of the committee and the so-called plan for "editorial analysis" of the business press, Mr. Miller took up the question, and said that in the interest of clearness and accuracy, he thought it advisable to explain at some length just what the committee has undertaken and the progress it has made toward a new and definite plan for statistical study of publications, differing from and possibly in some respects more useful than the A.B.C. statement.

"The present method," said Mr. Miller, "is based upon circulation, and upon its geographical and functional distribution, the latter being supposed to be indicated by the titles given by subscribers when reporting.

"Now in my own work with my company, we have to pay a great deal of attention to this matter of function, as we don't want to waste either our own time or any-body else's in advertising to people who are in no position to take any interest in what we have to offer; so we have made a good deal of study of this question of titles; and we have been forced to the conclusion that titles, as indicating interest or function, simply don't mean a thing."

Mr. Miller then went on to give some instances from his own experience; noticing particularly a case in which he had collected, from a single advertisement which called for coupon replies giving the interested person's title, no less than some 250 different titles of people actively interested in an

operating problem.

"We cannot go by titles," said Mr. Miller; "we must find out what the man had in his mind when he read the magazine. That led the committee straight into the consideration of this matter of the editorial contents. We believed that the best guide to the determination of who reads the paper, and why, is a study of what it offers to the reader, editorially."

# CLASSIFYING THE INTERESTS OF

Rather than attempt a classification of titles which experience had shown to be meaningless, Mr. Miller continued, the committee decided to classify the interests of the readers in four major divisions: (a) Financial; (b) mana-gerial; (c) operating; (d) mar-keting. It was their belief that it keting. It was their belief that it would be possible for any editor to apportion the relative amount of space he gave, in his editorial pages, to each of these four interests, and that this in turn would be a fairly good indication of the proportion of readers, in his total circulation, interested classification.

As an example of the workings

in reader interest

AS PROVED BY IMPARTIAL..
UNBIASED..
SURVEYS...

GOOD HARDWARE 79 MADISON AIE.. N.Y.C.

We make booklets that combine good typography and our special process of printing in color on antique finish paper



CURRIER & HARFORD LTD - 460 W. 34th STREET, N.Y. SELECTIVE ADVERTISING

of this scheme, Mr. Miller had selected a single advertisement which had been published in a certain magazine, and had analyzed 200 replies received from it. About 121/2 per cent of these replies had borne titles which would ordinarily have indicated that their authors belonged to the financial group; but analysis of the editorial content of the magazine indicated that there was no appeal whatever to financial interests in its pages. He therefore concluded that in these cases the titles were misleading, and that the true interest they represented was probably operating or managerial.

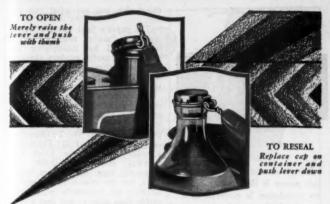
### A FORMULA

The committee also, Mr. Miller stated, has considered it advisable to give great weight to statistics of renewals, and has gone so far as to consider that unless a man renews his subscription, he is not to be considered a real reader. Following out this theory, the

Following out this theory, the committee has developed a formula for determining, in any given instance, the number of "useful readers" possessed by a given magazine. The first step is to multiply the total circulation by the percentage of renewals, to give the approximate number of "real readers." This is next multiplied by the percentage of editorial attention given to the specific problem or interest to which the advertiser's proposition is intended to appeal.

The idea here is that the proportion of readers interested in this particular function follows the proportion of editorial attention given to it; and in this way a figure is obtained indicating the number of "useful readers" this particular magazine has to offer to this particular advertiser.

The final step in the committee's analysis, Mr. Miller explained, is based upon the suggestion that the best app-oach to determination of that highly intangible factor known as "prestige," the paper's editorial standing and authority in the minds of its readers, is by way of consideration of the amount it spends on that commodity—that in editorial authority, as in every-



# **Are Substitution Evils Cutting Your Sales?**

Kork-N-Seal is solving this problem for a group of leaders in one of the world's largest and oldest industries. It is eliminating entirely world-wide imitation of their products. Kork-N-Seals for bottles and cans will help any manufacturer to stop imitation and substitution. Careful investigation will prove this fact to your satisfaction. Write us. We will be glad to furnish specific details without the slightest obligation on your part. Get these recommendations. Write today!

Kork-N-Seals may be applied quickly and economically by semi-automatic or automatic machines available at varying speeds to suit your production requirements

# WILLIAMS SEALING CORPORATION Decatur, Ill.

Branches in Chicago, New York, Boston and San Francisco The British Korh-N-Seal Agency, Ltd., London

Williams
KORK-N-SEAL
CLOSURES FOR BOTTLES AND CANS



OUR schedule should include this power in the poultry field! Its circulation is centered in a live, developing . . . buying . . . territory. Don't overlook it in your 1929 program. Write us at once so we may tell you all about Poultry Farmer.

# MIDWEST PUBLISHING CO. Appleton, Wisconsin



# DESIGNED

A BROAD EXPERIENCE SERVING A VARIED AND EXACTING CLIENTELE. EVER READY FOR YOU ALWAYS DEPENDABLE.

# DEININGER 344 W.28 N.Y.C. LAC. 4749



thing else, you get what you pay for.

The paper's final "weight," then, with its "useful readers." is to be obtained by multiplying the number of useful readers obtained by the earlier calculation, by a figure representing its unit editorial cost per editorial page.

Mr. Miller's outline of the committee plan elicited considerable interested comment from some of the agency and publication men present. Colonel W. T. Chevalier, of the McGraw-Hill Publishing Company, raised the point that renewal percentages could not mean the same in different industries, for the reason that some industries are inherently much more stable than others; and that a publication in an industry where men are constantly shifting from job to job, with intervening intervals of idleness, cannot hope to obtain a renewal percentage comparable with with one in a more stable industry.

Mr. Miller explained that it was not intended to compare publications in different industries, but only to secure comparative data on different publications in the same field.

M. L. Wilson, of The Blackman Company, asked H. C. Parmelee, editor of Chemical and Metallurgical Engineering, if in his opinion the suggested plan of classification of editorial contents of any business publication among the four major interests is practical and could be applied with reasonable accuracy.

Mr. Parmelee replied that in his opinion it could; that the idea is entirely practical. Several of those present, however, criticized the plan as indicating an attempt to substitute "formulas and statistics for judgment" in space buying. It was indicated that possibly the plan would only serve to confuse an inexperienced buyer, while an experienced buyer would not need it.

# Britt-Gibbs Adds to Staff

J. Everett Bennie has joined the copy staff of the Britt-Gibbs Advertising Company, St. Louis. He was formerly assistant advertising manager of the A. S. Aloe Company, of that city.



Would you trust the erection of a new factory to a man who had never built one? Then why look for business growth from advertising plans based only upon theoretical experience? This agency supplies its clients with sound judgment which won its spurs financially long before it presumed to provide helpful advice to others.

# THE MANTERNACH COMPANY

Advertising

The Manternach Building - 55 Allyn Street HARTFORD, CONNECTICUT

# A Word About Department Stores

Attempts have been made to make it appear that the absence of two Paterson, N. J., department stores' advertising from The Press-Guardian has been caused by reasons other than a demand for increased rates.

The Press-Guardian emphatically brands these charges as false and contrary to the facts, regardless of where they might have emanated from.

The Press-Guardian also feels that space buyers will consider as unfair attempts to make local department store lineage comparisons at this time without due recognition of this situation.

The management of this paper is unwilling to penalize national advertisers by granting "charity" rates to department stores. It believes that it has the unqualified support of all fair-minded space buyers in this stand.

# The Paterson Press-Guardian

National Representatives: G. LOGAN PAYNE CO .- New York, Boston, Chicago

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# The New Day of Gravure — now available for short runs

The rotary gravure process has been tremendously successful. Giant presses are turning out approximately 15 million newspaper supplements each week. Probably 50 million Americans contact gravure 52 times a year and always the process is associated with news. This is a tremendous psychological factor for the advertiser to contemplate. If gravure means news to the laymen, a circular, catalogue, or broadside done in gravure, carries the same suggestion.

We reasoned that if the advertiser could have the advantage of this lay-reader slant, plus the value of faithful reproduction of his commodity, or illustration plus a job standard of workmanship, our service would be welcomed by advertisers. So we have had sheet-fed presses built into which the paper is fed to guides just as in a type printing press and the etching is on a copper sheet that is inserted and removed at will and is held for reruns. A wide range of paper selection is available to us from the usual sources of supply.

In price we, of course, cannot compete with the rotary plants in large runs. In short runs they cannot compete with us because it costs us much less to get started. In quality we have no competition. In runs from 1000 to 50,000, buying from us is entirely painless for there is no price penalty and all factors are on the pleasurable side.

We invite inquiry and negotiations. Send for our brochure on Gravure, use coupon.

REMBRANDT GRAVURE Master Printers Building.	
Name	
Address	

# Why Good Salesmen Leave Good Jobs

(Continued from page 8)
ing, and interest in home affairs—
all these are but a few of the
things that contribute toward enthusiasm on the part of a salesman. A good salesman wants to
know where he is headed. You are
only placing a small strip of country and a few thousand dollars
worth of business on the table. He
is risking everything he has and
he deserves to know as much about
you as you do about him.

Compensation. I know a prominent firm which, until a year or so ago, absolutely refused to hire a salesman unless he financed himself. Its sales manager (since resigned) was always on the lookout for men. Its turnover was high. Why? Simply because any self-respecting salesman who was worth his salt became suspicious of a company that did not have the business or the expectation of getting it in sufficient quantities to risk, at the very least, a drawing account large enough to cover traveling expenses.

Why should a salesman risk everything and the firm nothing? We have several men working on straight commission but it is at their own request. Personally, I always prefer to have a man in our pay. If we have a territory that shows an income for the salesman of, say, \$4,000, I'll risk that much in drawing account and if the prospect looks particularly good, I'll go beyond it. There's more manufacturing profit in a big volume man who overdraws his commission account a few hundred dollars than in a straight commission man or a low-priced salesman whose sales might be only half as great, with no direct loss. The salesman without uniform income and its comforting assurance, is apt to be restless.

Salesmen applying for a job are always reluctant to tell you all these things. They'll generally say they're sold on your product or your advertising, but you can generally get at the real reason for change by adroit questioning. What they are really interested in is a job with earnings commensurate with the effort expended, good working conditions, a progressive fair-minded house, a meritorious product and a reasonable expectation of expansion and permanence.

If you can't give them those things, get ready for turnover.

## Leading Dentist Attacks Unethical Dentifrice Advertising

When the First District Dental Society officially condemned misleading dentifrice advertising, it gave notice to unethical advertisers that from now on the dentist is their enemy. Martin Dewey, M. D., D. D. S., president elect, of the Society, on page 128 tells what a dentist thinks of dentifrice advertising, both ethical and unethical.

# Appoints Walter S. Slack

The American Journal of Medical Sciences, Philadelphia, has appointed Walter S. Slack advertising manager. Mr. Slack retains, in addition, the advertising managership of the American Journal of Nursing, the Annals of Surgery, and the Canadism Medical Association Journal.

# Willis O. Cooper with McJunkin Agency

Willis O. Cooper has joined the copy staff of the McJunkin Advertising Company, Chicago. He was formerly with Long & Jenkins, Chicago, and the Houston Adver.-Service Company, of Los Angeles.

# D. E. Forker with Union Oil

Donald E. Forker is now with the Union Oil Company of California, Los Angeles, in the capacity of director of public relations. It was previously reported, in error, that Mr. Forker had started an advertising agency business.

## J. F. Brown with Blackett-Sample-Hummert

Joseph F. Brown, formerly with the Thomas M. Bowers Advertising Agency, Chicago, has joined Blackett-Sample-Hummert, Inc., advertising agency of that city, as assistant space buyer.

# Joins William Robert Shannon

Harry E. Miller, efficiency engineer, has joined William Robert Shannon, publishers' representative, Chicago, and will specialize in technical, industrial and financial advertising.

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# What Can You Do

for a small Agency in New York (Recognized) whose business is growing faster than its personnel of responsible men to take care of it?

Several years' background of conscientious and profitable effort provides a stable basis for expected quicker growth with several men of constructive ability, for both present and future needs. In quick succession, a versatile Layout Man, Account Executive, Copy Writer with national advertising experience, and Chief Clerk will be taken on. Even a tentative overture from a Principal will receive respectful and confidential consideration.

In order to limit applications, it may be stated that none will be considered except from men between 25 and 35, now earning not less than \$2,000 and not more than \$10,000. Christians, and with some Agency experience.

Address "Q," Box 43, care of Printers' Ink.

# "The American Weekly" Holds Sales Conference

A two-day conference of the sales organization of *The American Weekly* was held at the Hotel Roosevelt, New York, last week. It was attended by forty-three men operating from the seven offices of that publication.

that publication.

Morrill Goddard, editor of The Americas Weshly, discussed the editorial content of the publication, and J. E. Bloom, of the Biow Company, Inc., outlined promotion plans to be directed to advertisers and agencies. Addresses also were made by James B. Meigs, Western manager; Leon W. Stetson, New England manager; George H. Nelson, Cleveland manager; Neil D. MeGinn, Detroit manager; and E. M. Swasey, of Los Angeles and San Francisco, and Mortimer Berkowitz, New York, vice-presidents.

Representatives of advertisers and ad-

Representatives of advertisers and advertising agencies were present at a luncheon, which was addressed by Arthur Brisbane.

### Florida Citrus Growers Organize for Campaign

Erwin, Wasey & Company, New York, which has been directing the advertising account of the Florida Citrus Exchange, Tampa, Fla., has been appointed to direct the advertising account of the Florida Citrus Growers' Clearing House Association, which has recently been organized, and of which the Florida Citrus Exchange is a member.

In organizing the Clearing House, the Florida citrus growers are planning an

In organizing the Clearing House, the Florida citrus growers are planning an advertising campaign to create additional consumer demand for all Florida citrus fruit grown by members of the association.

association.

A campaign has been planned in which local newspaper advertising will be used for the oranges, while magazine advertising will be used for the grapefruit. The number of newspapers to be used is 190. Weekly radio advertising will also be used.

### Heinz Appoints F. A. Bell Advertising Manager

Franklin A. Bell, recently with the Philadelphia office of N. W. Ayer & Son, has been appointed advertising manager of the H. J. Heinz Company, Pittsburgh. He was formerly co-manager of the San Francisco office of Lord & Thomas, now Lord & Thomas and Logan, and, for several years, was advertising manager of the Sun-Maid Raisin Growers, Inc., Fresno.

# New Account for M. P. Gould Agency

The M. P. Gould Company, Inc., New York advertising agency, has been appointed to direct the advertising account of Thine Products, Inc., New York, manufacturer of Thine Hand Creme, Newspaper and radio advertising is being used. toastmaster.

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# Publicity Lodge Elects Officers

Archibald Hunter Greener, publishers' representative, was elected master of Publicity Lodge, No. 1,000, F. & A. M., at the annual meeting, which was held at New York on December 17. He succeeds Montague Lee, of the Montague Lee Company, who was elected to the board of trustees.

Raymond M. Dinsmore was elected senior warden, while Fred C. McKittrick was elected junior warden. J. C. Creaver was elected secretary, succeeding Louis H. Bleser. Harry H. Charles was again reelected treasurer.

was elected secretary, successing Lonis It. Bleser. Harry H. Charles was again reelected treasurer.

The lodge, which was sponsored by Herman G. Halsted, now enters upon its eighth year and has a membership of 199 members, who are engaged in advertising and its allied industries. The new and retiring officers were honored at a dinner, which was held, following the meeting, at the Brevoort. Jesse H. Neal was treasfmaster.

### Oil Burner Account to Cleveland & Shaw

The Silent Glow Oil Burner Cor-poration, Hartford, Conn., manufacturer of Silent Glow oil burners for kitchen ranges, hot water heaters, circulating heaters and furnaces, has appointed Cleveland & Shaw, Inc., New York ad-vertising agency, to direct its advertising account.

## The "Crescent" Resumes Publication

Minn., a The Crescess, St. Paul, Minn., a magazine published in the interests of Mystic Striners, following discontinuance of the Shriner Magazine, has resumed publication. J. Harry Lewis is publisher and George W. Talbott, manager. The Crescent was first started in 1910 and continued until December, 1925, when the Shrine Magazine was started.

### American Piano Account with Erwin, Wasey

Erwin, Wasey & Company, New York, have been appointed by the American Piano Company, of that city, to handle the advertising accounts of the Ampico, Mason and Hamlin, Chickering, Fisher, and Marshall and Wendell Company divisions.

### E. A. Oliver Advanced by United Grape Products

E. A. Oliver has been elected first vice-president and general manager of the United Grape Products Sales Corporation, Buffalo, N. Y. He has been vice-president in charge of the Grape-Ola department. Ola department.

# "Forum" Changes Size

The Forum, New York, starting with the January issue, has changed its size to 836 by 1136 inches. The type page size now becomes 7 by 10 th inches.

# Office Space To Lease UNITED PUBLISHERS BUILDING

Heart of Times Square, N. Y. C.

Floor Loads Adequate for Industrial Requirements such as Printing and Light Manufacturing

HREE minutes walk from Times Square, I. R. T., B. M. T., and New City subways to uptown, downtown, Brooklyn, Queens; ten minutes to Grand Central, Penn Station and Central Post Office. Yet this ideal office location offers to lease on Feb. 1, 34,500 sq. ft. in a steel and concrete fireproof building, at the phenomenally low rate of 95¢ PER SQ. FT. Rental (gross measurement). includes cleaning and elevator service.

Net amount of space available as follows: Fifth floor entire 15,000 sq. ft. or will divide 9,000 and 6,000 with separate entrances and elevators. floor 9,000 sq. ft. Eleventh floor 6,000 sq. ft. Penthouse 4,500 sq. ft., connecting by private stair with eleventh floor, making 10,500 sq. ft. in the unit. Penthouse unusually well lighted by skylights and side windows. Building already has many high class tenants, such as the publishers of The Iron Age, Dry Goods Economist, Boot & Shoe

Recorder, Hardware Age, Jewelers Circular, Optical Goods Journal, Sanitary and Heating Engineering, Chilton Class Journal Company, Bing-ham Engraving Company, Fed-eral Printing Company, D. C. Heath & Company (publishers of school books). For blue prints and full information

### United Publishers Corp. J. M. MACKAY

Building Manager, 10th Floor

239 W. 39th St., New York City

two great crop years mean even better business from farmers of nebraska in 1929

four out of five read

the nebraska farmer

### FARM PAPER SUMMARY FOR NOVEMBER

### COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby chick and classified advertising)

MONTHLI	E8	
11500	1927	1928
	Lines	Lines
Country Gentleman	52,812	58,673
Successful Farming	27,160	24,383
Capper's Farmer	22,580	21,951
California Citrograph .	15,590	16,513
Farm Journal	20,142	15,516
Farm & Fireside	15,091	14,163
Breeder's Gazette	14,963	13,507
Florida Grower	14,414	11,660
The Dairy Farmer	9,289	11,503
American Farming	9,252	7,670
The Bureau Farmer	2,349	7,421
Farm Life	9,570	6,673
Better Fruit	4,063	5,908
Amer. Fruit Grower	7,044	4,017
Farm Mechanics	7,207	3,652
Pacific Homestead	6,891	2,911
Farmers' Home Jour	1,909	2,355
Am. Produce Grower	3,053	1,908
Total	243,379	230,384
SEMI-MONTI		
	Lines	Lines
Dakota Farmer	31,729	34,974
Missouri Ruralist	24,253	33,671
Okla. Farmer-St'kman.	28,252	31,343
Montana Farmer	20,500	27,605
Hoard's Dairyman	26,049	25,111
Southern Agriculturist.	20,948	22,361
Farm, Stock & Home.	22,646	21,543
The Illinois Farmer	16,084	18,194
Southern Ruralist	17,677	17,991
Southern Planter	13,396	16,637
Western Farm Life	17,464	13,807
The Florida Farmer	15,218	13,504
Utah Farmer	18,171	11,471
S. D. Farmer & Breeder	8,600	9,007
Missouri Farmer	3,928	7,023
The Arkansas Farmer.	5,867	6,274
lowa Farmer & Corn		
Belt Farmer	7,548	3,173
Modern Farming	6,022	2,792

### WEEKLIES (Four Issues)

.311,000

2,723

319,204

Southern Cultivator .. 6,648

Total

		 Lines	Lines
Nebraska	Farmer	 45,208	48,233
The Farn	ner	 37,868	47,317
Wallaces'	Farmer .	 36.885	*45,381

# AMERICAN AGRICULTURIST

Henry Morgenthau, Jr.
Publisher

461 Fourth Ave., New York

which has made this possible appreciate the growing acceptance of American Agriculturist among advertising men the continue paper policy of my endeavor

# NEW 1929 MODEL

executive available—thoroughly familiar with modern merchandising and retailing.

ORGANIZER—present connection, founder of store, first year \$210,000 volume.

BUSINESS BUILDER—previous connection brought \$70,000 business to \$380,000 in three venes.

SALES and ADVERTISING ANALYST—chockful of suc-cessful sales promotion ideas— in last two associations person-ally supervised copy and layout of all newspaper and direct-mail advertising. Expert on creation of existing statements of the control of existing the statement of the control of t advertising. Expert on crea

Fourteen years of intimate contact with the consumer. Twenty-nine years young, happily married—brimful of infectious enthusiasm that spreads like wild-fire. Knows how to hit on all eight cylinders without stalling. Equipped with a new high-compression motor—can take the toughest uphill going on "high."

Looking for a real tough assignment, some anemic business that requires re-building or the direction of a chain or embryo chain of stores.

An unusually successful record that bears the closest scrutiny of financially respon-sible organizations. Compensation \$8,000.

Address "Y," Box 190, Printers' Ink

I know this executive, who is creative, resourceful, energetic, tactful and sincere. He has ability to analyze markets—create sales plans and develop, sales organizations (incidentally he is an excellent salesman himself).

He has successfully controlled national selling and national s dvertising from the standpoint of both the manufacturers and the agency.

He has operated in businesses of national scope and is familiar with national distribution.

with national distribution.
With the hope that I may help both you and this man I will gladly receive your communications in confidence by letter.
Rightly placed, this man will be of immeasurable service. Please

address JAMES LESLIE HUBBELL. Vice-President & General Manager

The HOUSE OF HUBBELL, Inc.

Advertising Agency Hubbell Building - Cleveland, Ohio

	Lines	Lines
Prairie Farmer	40,685	43,911
Iowa Homestead	39,738	*41,712
Ohio Farmer	34,740	40,003
Michigan Farmer	33,404	37,907
Wis. Agriculturist	32,390	37,820
Farm & Ranch	33,331	37,163
Kansas Farmer, Mail		
& Breeze	35,734	36,833
Pennsylvania Farmer .	31,471	36,263
Pacific Rural Press	35,827	35,666
Rural New Yorker	31,950	34,972
Wisconsin Farmer	35,156	*34,463
Washington Farmer	30,177	*33,895
The Farmer's Guide	33,696	31,790
Oregon Farmer	29,699	*31,068
Idaho Farmer	26,509	*29,942
Progressive Farmer &		
Farm Woman	29,365	29,295
California Cultivator .	29,302	28,601
Amer. Agriculturist	25,876	26,754
New Eng. Homestead.	27,224	23,386
Dairymen's League News	8,167	*11,953
Total	44,402	804,328

### FARM NEWSPAPERS (Four Issues)

\*Five Issues.

Lines	Lines
Kansas City Weekly	Zanco
Star*41,125	38,462
Dallas Semi-Weekly	
Farm News 18,724	*16,599
Memphis Weekly Com-	
mercial Appeal*19,581	12,736
Atlanta Tri-Weekly	
Constitution*12,272	7,414
Atlanta Tri-Weekly	
Journal	6,317
T1	04.500
Total103,509	81,528
*Five Issues.	

Grand Total ......1,402,290 1,435,444 (Figures compiled by Advertising Record Company.)

### First National and Mayflower Stores Merge

Stores Merge
A consolidation agreement has been made by First National Stores, Inc., to combine with the Mayflower Stores, Inc., Providence, which operates 192 grocery stores, principally in Rhode Island. First National now operates for the most part in Boston and contiguous territory, but extends also to additional Massachusetts cities and to other New England States.

The consolidation with Mayflower brings up the annual sales rate of the First National Stores, Inc., to well over \$80,000,000, with a total of 2,088 units in operation at present.

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RECENT additions to the Frank Presbrey Staff emphasize again the progressive and seasoned character of the advertising and allied services provided for clients

### E. D. GIBBS

For fifteen years Advertising Director of the National Cash Register Company of Dayton in Charge of Advertising and Sales Promotion. Mr. Gibbs joins this Agency as Vice-President.



E. D. GIBBS

# FREDERICK E. GARLICK

Advertising and sales promotion for nationally known travel and transportation services. Included in his twenty years' experience is the management of Passenger, Freight and Advertising Departments.



PREDERICK E. GARLICK

### WILLIAM REA

Twenty-five years' thorough and broad experience in selling, account management and copy service direction, both in agency practice and directly for manufacturers.



FRANK PRESBREY COMPANY

247 PARK AYENUE NEW YORK CITY



# PRINTERS' INK

A YOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500, President and Secretary, J. I. Romer. Vice-President, R. W. LAWRINCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager. Atlanta Office: 87 Walton Street, GBO. M. KOHN, Manager.

GEO. M. KOHN, Manager. St. Louis Office: 915 Olive Street, A. D. McKinner, Manager. San Francisco Office: 564 Market Street, M. C. MOGRINSEN. Manager.

M. C. Mogessen, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy, Foreign postage, \$2.00 per year; Canadian, \$1.00.

for aix months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROV DICKINSON, ASSOCIATE Editor ALBERT E. HAASE, Associate Editor BERNARD A. GRIMES, News Editor

C. B. Larrabee E. B. Weiss H. M. Hitchcock Thomas F. Walsh H. W. Marks

BDITORIAL STAFF
ee Roland Cole
Andrew M. Howe
cock Eldridge Peterson
Don Masson
Rexford Daniels

A. H. Deute, Special Contributor Chicago: G. A. Nichola Frederic W. Read London: Thomas Russell

NEW YORK DECEMBER 20, 1928

The Lost Art of Giving This season of the year serves as an example of the tremendous public to one of

response of the public to one of the basic motives behind buying namely, the desire to give. It also shows the appreciation of the public when it is told how and when

to give.

In olden days there existed an intimate art of giving, in that gifts were suggested for certain occasions. But the hectic whirl of modern life and the rapid shifting of populations have caused these charming niceties to be overlooked in many cases. And only a few gift customs are known and observed today, such as the diamond as a gift for engagements, and the variously named wedding anniversaries. What we seem to have lost, in this modern age, is the

charming old "gentle art of giving."

A great field lies open to various industries to revive the gentle art, by re-creating the customs of old or by originating new ones which will fit in with modern living. Such charming customs as giving coffee cups to an engaged girl, or a pearl jewelry piece for the first child, or a black silk evening gown for the first evening party, have passed.

One of the principal advantages of advertising is found in the constant demand of the public to be shown new ways of doing things and especially what is the right thing to do. This in no way should be confused with the artificial creation of special days to which people have no sentimental connection; rather a guiding of people's minds into the charming ways of showing their affection at occasions which they cannot avoid.

Why Not Advertise, Doctor?

Dr. Malcolm L. Harris, president of the American Medical Associa-

tion, informs a PRINTERS' INK staff writer that the association uses a staff of 400 people and an annual budget of more than \$2,000,000 to serve the public, and to prevent victimizing of patients by unethical, ignorant and unscrupulous practitioners.

"The association," he relates with justifiable pride, "has steadily raised the standards for study and practice in the profession. It has maintained a board of chemistry and pharmacology to check on formulas offered to the public as cures for this or that disease. It has forced off the market such concoctions as would be palmed off on patients who could not know they were fakes.

"It maintains a complete card index of every ethical physician in this country, with a record of where and how long he studied, where he took his degree, where he got his license, where he first practiced, when he was married and to whom—in fact, we know more about most doctors than they do about themselves.

"Any or all of this information is at the service of any medical man who writes us, or any private individual who wishes to ask. We also publish numbers of pamphlets on hygiene, prenatal care, sex education, and similar topics that can be secured for those who need

How many people, we venture to ask, know about this splendid service which Dr. Harris scribes? And who would not use it, upon occasion at least, if the general public knew it were avail-

d

The ethical medical profession says it cannot properly advertise because it is dealing with human We shall not argue that point with Dr. Harris-not now.

But it seems to us a bit in-congruous, to say the least, that the members of this great profession do not profit more in a business way from the activities of their equally great association. They do not profit because their story is not told to those who, in a merchandising sense, could be termed their customers.

In short, Dr. Harris, why not

advertise?

One of the com-The Right monest experi-Basis for a "Side Line" ments in business Side Line" is the attempt to develop a "side line." Nearly every business being more or less sea-sonal in character, it is inevitable that management should be attracted by the possibilities of profit and improved stability which would presumably follow additional activities during the normally dull

That the fundamental idea of such efforts is sound, many successful experiments along this line will attest. But far too many have either proved bitter disappointments to those undertaking them, or at best, have won only qualified success-scarcely enough to justify the time and trouble they involved.

There are, of course, many reasons for these failures or partial successes; but one of the commonest, in our opinion, can be identified in the light of some remarks by Powel Crosley, Jr., in the current PRINTERS' INK MONTHLY.

Speaking as president of The Croslev Radio Corporation, Mr. Crosley tells of that company's experience with a "complementary product," as he terms it, which was developed as a partial offset for the extremely seasonal character of the radio business. The particular thought which is of interest here comes in his description of the principles upon which the company based the selection of this "complementary product.'

'It was at least as important," says Mr. Crosley, "to select an offseason alternate that would fit well into our established distribution organization as to have in it a production job that would fit well into our established production facili-ties."

Contrast this with the experience of more than one firm which has viewed the "slack season" problem as one involving only the factory; has embarked upon the manufacture of some product chosen solely to keep the machines busy, and has then found too late that the new product could not be marketed without virtually creating a wholly new distribution organization from the ground up, at a cost in time, trouble and actual cash outlay going far beyond all the original calculations upon which the venture was predicated.

Any firm seriously contemplating the manufacture of any product outside the sphere of its previous experience will find its greatest profit in the preliminary investment represented by a thorough study of the entire marketing process which that product will demand, clear through to the individual consumer.

There's More Ahead

The selection of the head of a large leather company, Hiram S. Brown, as the president of the

Radio Keith-Orpheum Corporation, drew considerable publicity in American newspapers and publications a few weeks ago.

The importance of the position itself was sufficient to justify widespread attention. That point, however, was not the chief reason for the great amount of comment this news created. The big point was the fact that a man who had run a leather business was going to run an amusement business.

The amount of comment which this fact caused would seem to indicate that the American public was surprised at such action on the part of big business.

The public, apparently, clings to an idea that a man must start at the very bottom of a business and master every detail of it before qualifying for its presidency. It seems to have the idea that business itself one had so neatly summarized in the statement: "But my business is different."

If the public is as surprised as it seems, then we can only say that it is due for many more jolts. For years Printers' Ink has been built on the basis that one business can learn from the experience of another in the matter of distribution, no matter what its industry may be. In more recent years it has seen sales managers and advertising managers shift readily and successfully from industry to industry. It can cite cases where the shift has been as wide as the gap between the condensed milk business and the machine tool business.

chine tool business. The fact that those who are engaged in dealing with the prob-lems of distribution have proved that they can successfully tackle the selling problems of one industry as readily as those of another has not been without its effect upon those who supply the money for big businesses in this age of distribution. It is what they have shown in that direction that has given the banker more courage than ever to put ability at the top of an organization no matter what its technical background may be. It is for this reason that we predict there will be more and more shifts in presidencies of business, those which brought as Brown from the leather business to the amusement field and Merseles from the mail-order business of Montgomery Ward to the building field of Johns-Manville. We

feel safe in further predicting that the majority of the men involved in such shifts to higher and bigger jobs will be those who have been an important part of the world of distribution in the last ten years.

Mr. Ross
Gives His
Testimony
the real truth (to themselves, at least) about what they have done it, wouldn't it be a great thing if we could have some old-fashioned testimonials as to what

For example, there is the case of Edward A. Ross, president of the Ross Gear & Tool Company, Lafayette, Ind.

part advertising has had?

Mr. Ross rises in his place and, speaking a piece which could be entitled "What Advertising Has Done for Me," informs his stockholders thus:

"The tremendous increase in our production and profits during this year is largely due to the sale of replacement steering gears which we advertise each month in (naming the medium)."

To show that his gratitude toward advertising is not superinduced by any temporary uplift or exhilaration of the spirit, Mr. Ross brings forward the cold figures. His company's earnings, he reveals, are 210.5 per cent greater this year than they were for the same period last year, and "we have closed some large additional contracts for next year." The testimony of Mr. Ross can-

The testimony of Mr. Ross cannot help but be inspirational to many manufacturers who are looking ahead to 1929 and making up their tentative business-getting schedules. And of course the merchandising significance of his remark about replacement business is not going to be overlooked.

Who has something else to add? The meeting is yet young. All who desire will be given a hearing.

Appoints Wesley Associates

The Vanity Fair Silk Mills, Reading, Pa., makers of underwear and hosiery, have appointed The Wesley Associates, New York, as advertising counsel.

# "Tuning In"

ON THE

# Millionaire Wave Length

LF YOU have something to sell—a product or a service in the luxury class—where your best market is made up of people of more than ordinary means, advertise in THE BARRON GROUP—The Wall Street Journal -:- Boston News Bureau -:- and Barron's, The National Financial Weekly.

This group of financial publications gives national coverage of all people to whom the daily news and trends of action in Wall Street are of vital importance.

Here is a special millionaire wave length for national advertisers to "tune in" upon—a national newspaper circulation of the greatest potential buying power. It reaches, without waste circulation, the greatest number of people who have the most to spend as individuals on fine homes, golf, automobiles, travel, and other luxuries and necessities.

A blanket rate covering all three papers of THE BARRON GROUP

This rate will be quoted to advertisers or advertising agencies upon application.
Address either: Paul Howard, Advertising Manager of The Wall Street Journal,
44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of
Boston News Burcum, 30 Kilby Street, Boston, Massachusetts

# The BARRON GROUP

The Wall Street Journal Boston News Bureau

Barron's, The National Financial Weekly

# Advertising Club News

### Window Display Goes on Trial

Three witnesses were called upon to testify in a trial conducted at the Advertising Club of New York, last week, in which the defendant was window display advertising. Arthur Freeman, president of the window display committee, as presiding judge asked that these witnesses testify out of the fulness of their experience against cerness of their experience against tain indictments implicating that me-

The trial is the first of three which e to be conducted to bring out the are to be conducted to bring out the opinions and the attitudes of the three factors instrumental in the development and the use of window disp ay advertising: the advertiser, advertising agency and the producer. At the first trial the case was considered from the standpoint of planning.

C. C. Agate, assistant managing director of the Association of National Advertisers, as prosecuting attorney, the property of the control of the Association of the Association of the Association of National Advertisers, as prosecuting attorney, the property of the Association of the Association of National Advertisers, as prosecuting attorney, the Association of the Association of National Advertisers, as prosecuting attorney, the Association of National Advertisers are the Association of National Advertisers are the Association of National Advertisers.

rector of the 'Association of National Advertisers, as prosecuting attorney, examined T. F. Flanagan, vice-president of the Charles W. Hoyt Company, Wa'ter N. Desser, advertising manager of S. Glenby's Sons Company, and Frank D. Gonda, vice-president, Einson-Freeman Company.

The questions put to Mr. Desser, representing the advertiser, brought forth the information that he has found it advisable to limit the number of lithographers invited to submit ideas. He works in group co-operation with

ithographers invited to submit ideas. He works in group co-operation with advertising agency and producer. When ideas are submitted by producers he wants them in the roughest form possible. Asked if a producer came in with an expensive and complete sketch, would this influence subjection between with an expensive and complete sacton, would this influence selection over roughly finished ideas, Mr. Desser answered in the negative, stating that it was the potential value of the idea which counted every time.

At the next trial meeting, which will be held in February, consideration will be given to production. The third meeting, will take another orothern of

be given to production. The third meeting will take up the problem of

distribution.

### Favors Organization of Junior Club

The Poor Richard Club of Philadelphia has expressed itself in favor of the formation of a Junior Club under the strict supervision of the senior organization. An age limit for membership will probably be adopted, after reaching which, members will have to resign from the Junior Club and will become elicible for membership in the Poor Richard Club.

### Webster, N. Y., Club Elects Officers

The Webster, N. Y., Advertising Club has elected the following officers for the year 1929: Earl Smith, president; R. L. Thomas, vice-president; John Collins, secretary and A. C. Leaty, treasurer.

### Paintings of Aviation Epics on Exhibition

An exhibition is now being held at the Advertising Club of New York of three paintings, depicting outstanding achievements in aviation history. These pannings are "We." commemorating Lindbergh's flight; "Dropping the Flag at the North Pole." a scene from Commander Byrd's trip, and "Dawn of Tomorrow," a picture of the arrival of the Graf Zeppelin at Lakehurst.

These paintings are the work of Einar Kverne, a member of the staff of The United States Printing and Lithograph Company, Brooklyn, N. Y. At the close of the exhibition on December 20, "We" will be sent to Washington, where it will be accepted by a joint committee of Congress for permanent hanging in the Can tol.

Cap tol.

## "Lighted Pictures" Explained to Chicago Sales Managers

How sales managers can best use the slide movie and "lighted pictures" the slide movie and lighted pictures' in general was explained at last week's meeting of the thicago Sales Managers Association by Jam Handy, president of the Jam Handy Picture Service. As used by manufacturers, he said, this comparatively new medium has proven its effectiveness both as a means of testings and controlling salesmen. of training and controlling salesmen and as a means of getting the sales story across to the consumer. He pointed out the simplicity and clarity of the picture method.

# Wichita Club Changes Name

The Wichita Advertising Club has changed its name to The Advertising Council of the chamber of Commerce, Wichita, Kans. This action, it is explained, was taken for several reasons, among which are the following: The advertising men wanted to tie in with the Chamber of Commerce for the good of the city, the Chamber of Commerce and the council of the city. The chamber of Commerce for the good of the city, the Chamber of Commerce for the good of the city, the Chamber of Commerce for the good of the city, the Chamber of Commerce for the good of the city, the Chamber of Commerce for the good of the city, the Chamber of Commerce for the good of the city, the Chamber of Commerce for the good of the city, the Chamber of Commerce for the good of the city, the Chamber of Commerce for the good of the city, the Chamber of Commerce for the good of the city the Chamber of Commerce for the good of the city the Chamber of Commerce for the good of the city the Chamber of Commerce for the good of the city the Chamber of Commerce for the good of the city the Chamber of Commerce for the good of the city the Chamber of Commerce for the good of the city the Chamber of Commerce for the good of the city the Chamber of Commerce for the good of the Cha the Chamber of Commerce for the good of the city, the Chamber of Commerce wanted to use the co-operation of the club and the change gives the club a larger activity which at the same time does not affect its standing or functions as an individual club.

# Paul Averill Heads Ad Forum of Detroit

Paul Averill, advertising manager of the Birmingham, Mich., Eccentric, has been elected president of the Ad Forum of Detroit, an organization of junior advertising men in that city.

### Starts Classes in German

Two classes in German, one elementary and the other advanced, have been started by the Women's Advertising Club of St. Louis in preparation for sending a delegation to the convention of the International Advertising Association at Berlin next year.

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### Unite to Bar Shady Advertising from Radio Broadcasting

A recent conference of radio and advertising interests in Chicago has resulted in the appointment of a committee to frame a code of ethics to aid in determining who shall and who shall not be permitted to use Chicago radio stations for advertising purposes.

This conference, presided over by Homer J. Buckley, chairman of the Chicago Advertising Council, included Dr. Morris Fishbein, editor of the Americas Medical Journal, Flint Grinnell, manager of the Chicago Better Business Bureau, and representatives of seven of the broadcasting stations at

Business Bureau, and representatives of seven of the broadcasting stations at Chicago. According to B. K. Pratt, director of Station WBBM, many concerns, whose advertising either is or would be refused by reputable publications, are trying to buy time over the air. Some have managed to do so. Realizing that self-regulation is better than outside interference, Mr. Pratt said, Chicago radio interests are attempting to deal with this problem before any external policing becomes necessary. The code that will be immediately drawn up will encompass obviously fraudulent appeals. Later on refinements will be made, until a definite standard has been worked out for determining what can and what cannot be advertised by the radio medium. by the radio medium.

This Chicago group plans to present its plan to the radio advertising inter-ests of the entire country, so that the radio-listening public will be protected from the approaches of shady advertisers in the same manner as are protected readers of reputable publications.

# To Form Advertising Club at Newark, N. J.

At a meeting at Newark, N. J., of twenty men interested in advertising, a committee was appointed for the purpose of drawing up by-laws and a constitution for an advertising club which will serve Newark and Northern New Jersey. Leonard Dreytuss, president of the United Advertising Corporation, of that city, is chairman of the committee. mittee.

### Edward Hamburger with Holeproof Hosiery

Edward Hamburger has been made advertising manager of the Holeproof Hosiery Company, New York. He was formerly advertising manager of the Bullova Watch Company, and at one time, was with Lord & Thomas and

Miss Ruth A. Cantor has been made assistant advertising manager.

# W. C. White with Aluminum

Company of America
W. C. White, formerly an account
executive with Moser & Cotins, Utica,
N. Y., has been made advertising manager of the Aluminum Company of
America, Pittsburgh.

## Retail and Manufacturing Clothing Merger Planned

Fashion Park Associates, Inc., is the name of a new corporation which will be formed shortly in the men's wear industry as the result of a vertical merger which will include as its main units The Stein-Bloch Company and Fashion-Park, Inc., both of Rochester, N. Y., and Weber and Heilbroner, Inc., New York. The new corporation, it is intended, will function as a parent concern for the various manufacturing and retailing interests to be involved in the merger.

in the merger.
When the new corporation is formed the way will be opened for new retailers to be regularly taken into the combine through investment in the parent company. The relations of the

taliers to be regularly cases in the parent combine through investment in the parent company. The relations of the manufacturing concerns involved to customers outside of the merger is expected to remain unchanged.

Stores reported to be interested in the intended consolidation are: L. Strauss & Company, Indianapolis; Max Adler, South Bend; L. E. Oppenheim & Company, Bay City and Jackson, Mich.; Kleinhaus Company, Buffalo, and Finchley's Chicago and New York, and Weber & Heilbroner, Inc., operating fifteen stores under its own name, and, in addition, its following subsidiaries, which are: B. R. Baker Company, Cleveland; B. R. Baker Company, Elsevaland; S. New York, and Croll & Keck, Reading.

Brokaw Brotters, the Keck, Reading.

The Metropolitan Company, Dayton; Jacob Reed's Sons, Philadelphia, and the eleven John David stores are also mentioned in conjunction with the merger plan.

# National Biscuit Acquires Shredded Wheat

Shredded Wheat
The National Biscuit Company, New
York, "Uneeda Bakers," has acquired
control of the Shredded Wheat Company, Niagara Falls, N. Y., and its
subsidiary companies in Canada and
England. No change, it is reported,
will be made in the advertising policies
of Shredded Wheat.
The Shredded Wheat.
The Shredded Wheat.
The Shredded Wheat Company is the
fourth company acquired by the National Biscuit Company this year. The
Holland Rusk Company, Holland, Mich.,
the Iten Biscuit Company, Omaha,
Nebr., and Christie, Brown & Company, Ltd., of Canada, were the other
three.

## Advanced by Edmund S. Whitten Agency

Winttren Agency
Winthrop S. Clapp has been made
general account manager and director
of production of Edmund S. Whitten,
Inc., Boston advertising agency. Eric
T. Lifner now occupies the position of
assistant production manager and Herbert F. King has become account executive and supervisor of advertising
and merchandising plans. Atmos W.
Flemings has joined the staff as an
account executive and assistant to Mr.
Whitten.

# The Little Schoolmaster's Classroom

PREINTERS TXIC

WHEN chain stores are re-ferred to, it has been the habit to picture establishments of small or medium size, such as the A. & P. grocery stores or the Pen-ney stores. We have to change this conception. The Sears, Rocbuck chain consists of stores of the department store type. "The recently organized Hahn Depart-ment Store organization is composed, of course, of stores that are department stores in every sense of the word. Marshall Field has a chain of department stores.
Saks & Company are to open a
branch in Chicago. The Fair, of Chicago, plans to enter the chain store field. The National Bellas Hess Company is working on a chain development. The May Department Stores is a growing

According to news reports, it is planned eventually to build the Hahn chain into a \$1,000,000,000 organization. This reminds the Schoolmaster of the fact that for schoolmaster of the fact that for the last ten years Edward A. Fi-lene, president of Wm. Filene's Sons Company, Boston, has been predicting that the next big retail development would be in the form of department store chains. It is interesting to observe how remarkably accurate the picture he has been painting of retailing's future is turning out to be.

The Schoolmaster wonders whether members of the Class noticed a very significant fact in the recent announcement of the \$100,-000,000 electrification program of the Pennsylvania Railroad. The company, in stating the reasons for this tremendous program of improvement, declared that it is anticipating the day, twenty years hence, when the population of Greater New York will be 30,000,-000 and that of the nation not far short of 175,000,000. Just try to picture what gigantic tasks ad-vertising will have to shoulder when our population is larger by 50,000,000 than it is today. Surely

with such a future ahead of it. advertising is still no more than a husky youngster with the period of most rapid growth yet to come.

"Week" idea? The Schoolmaster, in going through a number of national periodicals and metropolitan newspapers, fails to find a single "week" being featured. Advertising has its fads and the

"week" idea is one of them. However, the Schoolmaster would not like to see this merchandising plan placed in the discard. It has possibilities; its only weakness is not inherent in the plan itself—it is due to the fact that so many advertisers decided to employ it at the same time.

And now considerable interest has been aroused in England over the reported formation of a company which will promote a new cotton substitute. For the present this is being called artificial cotton, just as rayon was once called artificial silk. It is made from a specially prepared weed and the claim is made that it can be produced to sell at a remarkably low figure.

As the Schoolmaster understands it, the roots of the weed have to be chemically treated and it would therefore be proper to call this a development of chemistry. As such, it serves as still another reminder that out of the chemist's retorts and tubes there are coming new discoveries and inventions which will exert undreamed of influences over merchandising and.

of course, advertising.

The Associated Knit Underwear Manufacturers of America has let it be known that an investigation it has made has uncovered the fact that more than 50 per cent of the knit underwear purchases for men's wear is made by women. As a consequence, the association is giving consideration to the style and design of men's underwear

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The Grant Bullding, Pittsburgh
The Grant Bldg., Inc., Owners

V. W. Hunter. Operating Manager

# Benefited by Expert Advice

The preliminary plans for the Grant Building, Pittsburgh, were reviewed by Clarence T. Coley, operating manager of the Equitable Building, New York. He is a recognized authority on skyscraper construction and operation. V. W. Hunter, now operating manager of the Grant Building, was retained early in the planning stages, and was therefore able to contribute much to the discussions on operating methods and devices. Men like Mr. Coley and Mr. Hunter are typical readers of BUILDINGS AND BUILDING MANAGEMENT. They are the final deciding factors in the selection of materials and equipment for constructing and maintaining office buildings, apartment buildings, and other large business structures. You can tell these owners and managers, through their business paper, BUILDINGS AND BUILDING MANAGEMENT why they should recommend your product.



PORTER-LANGTRY!CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

Bustern Office: 100 Bast 42nd St., New York City

# UNUSUAL SALES EXECUTIVE AVAILABLE

Forty years of age.

Exceptional personal salesman.

Fifteen years as successful director of selling efforts of large force of men.

Keen student and analyst of markets and sales.

At present an executive and partner in an important advertising agency.

This man is looking for a pleasant as well as profitable opportunity where exceptional ability is needed. He would be favorably inclined towards a reasonable investment in either a manufacturing business needing selling direction, or a recognized advertising agency.

Compensation based on salary and percentage of sales or profits preferred.

Address "R. H. W.," Box 42, Printers' Ink

# CONTACT MAN WANTED

# A New York Agency has an exceptional opening on its staff for a real live-wire who

- Thoroughly knows the agency business through years of experience.
- Knows advertisers and can handle them diplomatically.
- 3. Has a wide acquaintance.
- Has ideas and an innate "feeling" for good copy, layout, etc.

Address "T," Box 45, Printers' Ink that will appeal particularly to a woman buyer's taste. The School-master hopes that in thus catering to the women who buy the underwear, the manufacturers will not do anything to irritate the men who wear it. After all, men must continue to display a certain spirit of independence and they may rebel at too much feminine influence in underwear design.

While on this subject, the Schoolmaster would like to venture the remark that some day one of the cigarette manufacturers may find it advisable to get out a special package for women smokers. The handbags which women carry these days are not particularly large and most cigarette packages occupy too much space. The present ones were designed for men; with so many millions of women smoking it would seem that the time may not be far distant when it may be necessary to redesign the package so that the tastes and desires of women are recognized.

The Schoolmaster has been talking so much about billions and millions during this session of the Class that the figures slip off his tongue with the utmost ease. He therefore finds no difficulty in repeating certain remarks made re-cently by Dr. Paul H. Nystrom regarding the size of retail sales. Dr. Nystrom, who has issued these figures for some years, estimates retail sales for 1928 at \$41,000,000,-000. Of this total, he believes that the independent stores do a trifle over 61 per cent, or \$25,200,000,-And even though figures seem to have lost their impressiveness for the moment, the Schoolmaster believes that is a tidy sum. . .

The House of Kuppenheimer tells about a novel idea worked out by its dealer in Saginaw, Mich. This consists of a double wheel of cardboard, the top of which has an opening revealing color schemes on the back wheel. At the side of this opening are printed: "Suit, Shirt, Tie," etc. As the wheel turns, the correct

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# 40 Years of Printers' Ink at

"I am sending you with this a photograph of the bound volumes of Printers' Ink which we have in the Research Department of this office. You will notice that a good many of them show wear, but no books in our library are referred to as much as these volumes of Printers' Ink."

> FRANK PRESBREY, President.

The Frank Presbrey Company subscribes to the full Printers' Ink Service: Twelve copies of Printers' Ink Weekly, nine copies of Printers' Ink Monthly and bound volumes of both publications.

# WANTED

An unusual opportunity for a young man, 25 to 30 years of age, who has had some advertising agency, advertising department, or art service experience.

A nationally known firm in advertising work needs such a young man for an interesting, permanent position, with plenty of opportunity for getting ahead.

Please reply by letter stating experience, age, religion, etc.

Address, Vice-President, Box 193, Printers' Ink.

# Who Sells

the Bulk of the Building Material?

Lumber dealers do. The scope of their business is increasing yearly. 35 to 50% of their sales are other than lumber. Good credit.

Write for survey listing items handled.

# American <u>fumb</u>erman

Est. 1873 CHICAGO A.B.C.

If you are a manufacturer of greecry products—and want thorough distribution in Pittsburgh

Write "E," Box 171, "Printers' ink."

color ensemble is shown complete. Unless the Schoolmaster is mistaken, a similar idea has been used in a number of fields—particularly in the paint industry. Which goes to prove once again that sound ideas are not limited in application by industrial boundaries.

The Cannon Mills, Inc., maker of Cannon Towels, has a splendid suggestion to its retailers in current business-paper advertising. "While your linen department is thronged with people buying Cannon towels for Christmas presents," the copy reads, "why not have your salespeople suggest the need for a few more towels for home use? Make the suggestion to every customer who wants the towels she buys put in a Christmas box, or who wants all price tags and such to be removed showing her purchase is not 'for keeps.'

The plan used by a Kuppenheimer dealer, to which the School-master referred a few moments ago, was also a part of a business-paper advertisement. Here are two large organizations which find that an excellent use of business-paper space is to fill it with profitable ideas for retailers. This is one copy theme which, the School-master ventures to say, will never be overdone.

The Gotham Silk Hosiery Company has been noted for the system it has developed which enables it to give remarkably rapid fill-in



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service to its dealers. For the plete. Christmas rush, the company has misadded an improvement to this sysused tem which may suggest something larly goes to certain Class members. company has made arrangements with Western Union whereby meslicasages are received directly Gotham's shipping rooms, thereby eliminating the delay of messenger service. That saves anywhere from five minutes to a half hour, december when the aker ndid

> The cosmetic manufacturers have for some time been offering sample beauty kits. These kits contain three, four and even five samples of as many different cosmetics and furnish complete make-up equipment for two or three days.

depending upon the efficiency of

the messenger service.

Du Pont has adapted this idea in a field which surely is as widely removed from beauty preparations as one could conceive—automobile polishes. As most motorists know, du Pont makes a body polish, a nickel polish and an auto top finish. Samples of all three of these are offered to all who send 10 cents. The outfit is known as the Automobile Beauty Kit.

According to the company, the offer has met with a tremendous Coupons, filled out and response. accompanied by 10-cent pieces, are coming in at the rate of 500 daily since the advertising began. estimated that close to 100,000 of the kits will be mailed out this year as a result of this advertising

campaign.

# CROSSLEY

INC.

Nation-wide Research Organization

Serving the country's best known manufacturers, agencies and publications.

NEW YORK OFFICE 25 W. 43rd St.

# ART DIRECTOR WANTED:

WELL established A advertising organization is looking for a capable Art Director. He must have enough "change of pace" to visualize a full color spread in "The Post" or a shipping label, and enough craftsmanship to osition is one of real importance and the associates are sound, progressive advertising men. The salary is a substantial one with very decided possibilities for the future. Write fully giving such of your story as may interest us but do not send samples. present Art Director knows of this advertisement.

Address "U," Box 47, P. I.

# VISUAL IZER

Man with agency experience wanted to direct a staff of artists.

Good opportunity. State age, experience and salary desired. W 46, P. I.

Our men know of this ad

# An Excellent Position For A Thoroughly Experienced Advertising Man

is open on a Magazine with an exclusively high class appeal. Substantial retainer and commission. Only applicants of PROVEN ADVERTIS-ING CONNECTIONS AND ABILITY will be considered. State past record and present position. Address correspondence to "X," Box 49, Printers' Ink.

# Wanted Typographic Assistant to Art Director

We want a young man with a sound, practical knowledge of type and layout. He must be able to take copy and "rough," choose and calculate type and prepare working layout for the typographer with speed, Ours is one of the better-known and faster-stopping small scencies in New Activation of the second of the better control in the control of the second o

Address "A." Box 192, Printers' Ink.

Do You Need a Sales Promotion Manager?

Fifteen years' broad experience in sales promotion, direct-by-mail advertising, general advertising and sales management. A thorough knowledge of marketing methods through jobbers, chain stores and retailers. College graduate. Available for a new appointment with a greater opportunity. Address "Z," Box 191, Printers' Ink.

Du Pont has worked out another sampling plan which, unless the Schoolmaster is mistaken, has likewise been used in other fields. This plan consists of attaching Nickel Polish Free Sample tags to the caps of all Duco Polish cans. Those who fill out these tags and mail them to du Pont receive sample cans of No. 7 Nickel Polish. An average of 500 of these tags are received every day.

### Don't Confine Jokes to One Industry

Mente & Company, Inc. New Orleans, Dec. 11, 1928

Dear Schoolmaster: 'Ray for Mr. Garrett! ["No Jokes! ow Mr. Schoolmaster!" December 6 issue.]

issue.]
I, too, follow his method in reading PRINTERS' INK from the last page forward. I, too, honestly think your department about the most likely to contain interesting material for perusal in each and every copy.
But, like Mr. Garrett, I strongly disagree with your stand regarding the use of none but jokes pertaining to the particular business of the house publishing a house organ in said house organ.

publishing a house organ in said nouse organ.

I call to mind a certain publication which I receive periodically. Not a joke is ever in the pages of this estimable (otherwise) paper but which is a humorous (?) incident in the life of a trade dealer, or a conversation between a dealer and a customer, or a dealer and his son, or a dealer's son and someone else.

Now, some of the jokes would be good, if they weren't so eternally monotonous with this dealer idea. All the humor in them is remorselessly stabbed in the back by a dealer. How can you expect to work up any good laughs at such jokes when you know that sometime during the time you are reading them, an insidious dealer is going to sneak up with his long knife whetted to razor keenness and proceed about the bloody business of butchering the helpless joke before your very eyes! Ye less joke before your very eyes!

Such a procedure on jokes, to my mind, shows lack of understanding of human nature on the part of the editor. No man wants to read continually monotonous matter.

monotonous matter.

Of course, this does not pertain to legitimate jokes within an industry; jokes that would have no humor applied to general life or any other industry. But I do not believe that there are enough jokes of this kind in any industry to supply one issue of a house organ, much less take care of a continual demand.

As to the practice of description

a continual demand.

As to the practice of dressing up the wolves in sheep's clothing, referred to above, Heaven forbid!

Mente & Company, Inc. L. E. Carol, Advertising Manager.

1928

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## Hoist and Derrick Account to Buchen Agency

The American Hoist & Derrick Company, St. Paul, Minn., maker of locomotive cranes, ditchers, power shovels, log loaders, hoists, derricks and wire rope clips, has appointed The Buchen Company, Chicago advertising agency, to direct its advertising account. Business papers and direct mail will be used. used

Wallace Burr has joined the staff of aude Arnold, advertising agency, Claude Seattle.

# W. A. Young to Join Neach-

Cudmore & Associates
William Arthur Young, until recently
operating under his own name as a
sales advisor, will join Neach-Cudmore
& Associates, New York, sales counsellors, in charge of plan and production,
offective January 1.

Bank Appoints Hancock Payne The Corn Exchange National Bank & Trust Company, Philadelphia, has placed its advertising account with the Hancock Payne Advertising Organization, of that city.

# An Additional Market Running Into Millions Seeks Sales Executive To Exploit It

A fourteen-year-old concern with ample capital and capacity for increased production of its nationally advertised products, finds itself not organized to exploit an immediate potential market running into millions of additional business.

It is seeking a sales executive whose past merchandising experience and personal qualifications speak instantly for themselves. Such an executive must be capable of taking facts in the raw and from them organize a sales program and set up a sales organization; he must be capable of meeting the heads of America's largest corporations. This sales executive is needed to complete a small executive staff of key men around which can be built a large organization.

Communications should include an outline of experience and accomplishments, references, age, salary expected, and should be directed to this "R," Box 44, Printers' Ink.

# Multigraph Ribbons Re-inked Our Sur Process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-linking you can buy. W. Scott Ingram, Inc. 57 Murray St., New York City



# Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75 First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

Capable, experienced space salesman with New York office wishes to repre-sent one or two good trade or class publications in Eastern territory. Box 740, Printers' Ink.

### ATTRACTIVE SPACE WITH ART SERVICE

Preferably for one who buys or sells some art work.

Phone: Pennsylvania 7603

Will Invest \$5,000 and Services in growing Chicago advertising agency. Address Box 745, care of Printers' Ink, Chicago Office.

### Wanted: To Purchase

La Salle or I. C. S. course in sales correspondence. State price and com-pleteness. Box 762, Printers' Ink.

HOE WEB PRESS With Stereo Equipment; Linotypes, Motor, Proofpresses, Type and other machinery, etc., of a daily paper, for ale. Bargains! E. S., 187 East B'way, New York

Beverage Corporation—desires services of man experienced in the soft drink industry. Experience must cover years of successful executive abilities and key knowledge of manufacturing efficiency. knowledge of manufacturing efficiency. He may take a financial interest in the corporation and become associated with a successful group of executives. State age, experience in detail and salary desired to Box 191, 314 Kinney Bldg., Newark N. I. Newark, N.

### HELP WANTED

Window Display Construction Man Wanted — for cardboard dummy work and rough sketching. Must have crea-tive ability. Write full particulars. Box 743, Printers' Ink.

### YOUNG MAN

Familiar with photo engraying, as assistant to superintendent in photo engraving plant. Box 134, Room 200, Times Bldg.

# Editor (Male) Wanted

for Business School Trade Paper. Address Haire Publications, 1170 Broadway, New York.

ADVERTISING WORKERS-Serving New York's finest agencies since 1920, we function as "A Clearing House for Adv. Workers." Consult Walter A. Lowen, formerly with Calkins & Holden and other agencies. Vocational Bureau, 110 W. 40th, N. Y. C. PENn. 5389. Personal interviews: 9-2.

### PUBLISHER

Desires representative capable selling banks educational savings plan to establish and increase accounts. Liberal commission. Box 758, Printers' Ink.

Syndicate Ad Service and Newspaper Cut Salesmen! We offer an unusually profitable connection selling six superior lines, part or full time. Experienced men address Charles Advertising Service, 543 Douglas Bldg., Los Angeles.

SALESMAN — Position open for live wire to represent Plumbing-Heating monthly magazine; one having sold space and acquainted with the manu-facturers of this type preferred. Salary or Commission. Box 730, P. I.

WANTED—Working manager for job printing business. Some country news-paper experience desirable. Good, imme-diate opening and future possibilities. State salary and experience. PERCY V. D. GOTT, Executor, Goshen, N. Y.

ADVERTISING SALESMAN for East-ern territory of National consumer paper. Interested only in man able to earn at least \$5,000 year. Good commission. State age, experience, where employed, when available. Box 742, Printers' Ink.

WANTED - man with editorial WANTED — man with editorial experience for successful New York trade publication of long standing. Must be able to invest \$5,000 and give entire time at substantial salary. Address W. H. S., Room 720, 111 Broadway, New York.

Copy Writer-age 30 to 35, with ex perience as newspaper reporter as well as copy man in agency or advertising department of large organization, for permanent connection with telephone company operating in five states. Must company operating in five states. Must be employed at present and capable of producing interesting copy for news-paper advertising, booklets, direct by mail, posters, etc. Ability to make lay-outs and rough sketches an asset. Write full particulars regarding education, experience and salary expected, accompanied by photograph, to advertising manager, Northwestern Bell Telephone Company, Omaha, Nebraska.

# LITHOGRAPH BALESMAN WANTED

BALESMAN WANTED

We are looking for a high-grade saleman to work on commission basis selling an unusual line of lithograph material, including cutouts, displays, folding
boxes, set up boxes, wrappers, etc. This
manufacturer is doing a national business
with the biggest people in the country.
You will be backed up with an art department of 25 men of unusual ability, in
addition to a service department for
the development of advertising matter.

Liberal commission paid
This is an unusual connection for the
man who can control lithograph business. Box 751, Printers' Ink.

WANTED - by prosperous, progressive WANTED—by prosperous, progressive manufacturing company a capable, experienced sales executive to direct force of twenty-five traveling salesmen and to co-operate in aggressive sales promotion plans for extending an already well and lavorably known line of sportsman's outdoor specialties. The position offers an exceptional opportunity for a first class man, as the present annual sales volume is over a million dollars and capable of large expansion. Address Sales Director, Box 755, Printers' Ink.

YOUNG MAN with experience in adver-tising, especially one trained in the clothing field. We are desirous of a young man to have full charge of an advertising department here, to develop nent, agency department and the general promotion required for publicity on a high grade clothing product. State age, salary required and experience. Box 741. Printers' Ink.

WANTED

Experienced photo-engraving salesman to travel either out of Chicago or Cedar-Rapids. You will be backed by a completely equipped firm operating in collaboration with a general advertising agency and maintaining its own staff of expert commercial artists and retouchers. If you will be satisfied in selling a complete advertising, engraving and art service, with a good drawing account against a liberal commission on all business, and would like to work with this young men's organization, this will prove to be the best position you have ever had. Write, giving full particulars about yourself and your experience. Interview will be arranged later. Tru-Art Corporation, Cedar Rapids, Iowa.

### POSITIONS WANTED

ADVERTISING ASSISTANT

Will start for \$30 per week . . . if employed immediately. New York, experience . . college education. Writes fluent, forceful, selling copy. Box 757, P. I.

CREATIVE ADVERTISING ARTIST Seeks new connection. Thoroughly experienced and versatile. Layouts, figure work and illustration. All mediums in black and white and color. Salary reasonable. Box 753, Printers' Ink.

Advertising and Publicity Man University graduate, 34— Newspaper training; trade paper advertising selling—five years advertising manager world's largest printing machinery manufacturer. Box 747, Printers' Ink.

Agencies, Lithographers, Manufac-turers, wanting to establish council, con-tact, or display dept. This young man (26) display manager for manufacturer with over 15,000 dealers, voluntarily seeks new connection. Will furnish details of work upon inquiry. Box 754, P. I.

# Artist and Letterer

Doing clean cut, imaginative, 4nk work with pen and brush, desires position in the advertising field in New York City. Salary secondary. Age 24. Box 761, Printers' Ink

YOUNG WOMAN-Advertising copy YOUNG WOMAN—Advertising copy writer and executive. Ten years' expe-rience newspapers and book publishing. Understand direct by mail; circulars, etc. Now holding responsible N. Y. jeb. Grad-uate student Columbia University. New York or Chicago offer. Box 749, P. I.

AGENCY PRODUCTION MANAGER Capable, active, young woman, thoroughly experienced in advertising agency pro-duction, space buying, and business management desires position in small or medium-sized agency. Available Janu-ary 1, 1929. References. Box 748, P. I.

Sales Executive—Man of sound judgment, proven and developed; extensive experience along business promotion lines; able producer of letters and sales literature; excellent correspondent; of real value to progressive concern. Box 760, Printers' Ink.

# DIRECT-MAIL Visualizer

Young woman with real creative ability; agency experience in originating effec-tive direct-mail ideas and developing them into finished art. Box 756, P. I.

OUTSTANDING COPY WRITER IND VISUALIZER HOLDING HIS OWN WITH COUNTRY'S BEST

Creator well-known NATIONAL—MAIL ORDER—DIRECT MAIL campaigns recognized unusually good advertising; interesting story awaits concern requiring high-est type ability; N. Y. leading 4A agency experience; go anywhere. Box 744, P. I.

EDITOR, 33, married, with 15 years' ex-perience on trade and national magazines; managing complete editorial departments and directing advertising ten years for two foremost technical and radio publi-cations. Versed in practically every phase of publishing and advertising. Wishes permanent situation with pub-lisher, advertising agency or manufac-turer where there is an opportunity for advancement. Willing to start at a reasonable salary. Box 746, P. I. EDITOR, 33, married, with 15 years' ex-

Sales Promotion—Young man, twenty-six, University trained, two languages and three years intensive experience with copy, layout, direct mail, dealer service, campaigns, market analysis and sales promotion desires position of responsibility as assistant to advertising or sales director. Have enjoyed an exceptional serchandising training, seed of sales director. Have enjoyed an ex-ceptional merchandising training; good correspondent, initiative and possess ability to work with sales force and others. Prefer New York City. Box 759, P. I.

# COPY WRITER

Creative, energetic young woman, wishes connection January 1, advertising or decorating department of galleries of decorative art; large furniture, department store or agency with such accounts. Four years advertising agency; four years magazine writing; background interior decoration. Assist advertising, direct mail, catalogs, sales promotion, merchandlising, publicity. Box 752, P. I.

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Carroll Dean Jurph Inc.

26th Floor, Pur Oil Building
35 East Waster Drive
CHICAGO

A general advertising agency of that fortunate size which permits owner-principals to give a limited number of selected accounts a personal and thoroughly professional agency service. Carroll D. Murphy, Pres. & Treas. Myron T. Harshaw, V. Pres. Frank R. Schwengel, V. Pres.

Recognized by ANPA-APA-PPA-ABP-AHMP



Postum Cereal during the first ten months of 1928 spent 50% more in the Tribune than in all other Chicago newspapers combined

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER